

## Unfulfilled Demand in Urban Poor Communities: Missed Opportunities

### INTRODUCTION

The Primary Healthcare – Doorstep Delivery Project (PHC-DSDP) implemented by RADS with funding support Gates Foundation looked at contraceptive demand and barriers in **5,010 urban poor households** in Orangi, Karachi and Dhoke Hassu Rawalpindi. The objective was to generate evidence for improving family planning programming in underserved communities. The findings are clear: **Women in these two urban poor communities are already want to use family planning. The rate limiting step is not demand creation but actualization via trusted counselling, suitable FP methods, and access to providers.**

### KEY FINDINGS

**Women Want Family Planning, but 1 in 3 Lack an Effective Method:** Demand for family planning is high at **78% in Rawalpindi and 71% in Karachi**, yet only about half is met with unmet need at **34% in Rawalpindi and 39% in Karachi**.

**Modern Contraceptive use remains limited:** Overall contraceptive use is **44% in Rawalpindi and 33% in Karachi**, while modern method use is only **24% and 15%**, respectively. Use is heavily concentrated around condoms, while long-acting methods such as implants and intrauterine devices remain lower. With potential for easy conversions 20% and 18% respectively to mCPR.

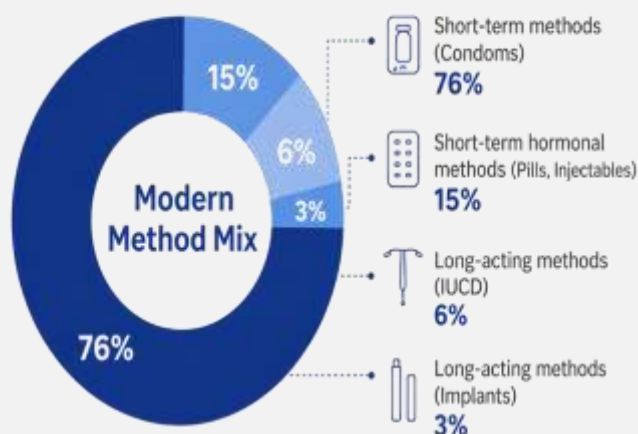
### POLICY RECOMMENDATIONS

- 1. Reach women with unmet need and track referrals:** Outreach plus technology solutions are needed to identify women who want family planning (unmet demand) but are not using a modern method and track them until they receive counselling, referral, and a suitable method.
- 2. Counseling should be Method Specific:** Ensure providers understand the woman’s FP needs and give method specific counseling, switching options, and follow-up care so women know what they can use and how.
- 3. Eliminate Supplies Gap at service points:** Facilities serving urban poor communities need to have both trained (empathic) providers and continuous options of FP supplies. Interruptions break trust and lead to client loss.

Table 1: Family Planning Demand, Use, and Unmet Need in Urban Poor Communities

Indicator	Rawalpindi	Karachi	Policy Signal
Demand for family planning	78%	71%	Women want FP
Overall contraceptive use	44%	33%	Services are not keeping up
Modern contraceptive use	24%	15%	Effective method use is much lower
Gap between overall and modern use	20%	18%	Method choice is limited
Unmet need for family planning	34%	39%	Around 1 in 3 women still have unmet need

Figure 1: Skewed Method Mix: Limited Uptake of Long-Acting Contraceptives



### Acknowledgement

RADS is grateful for the Gates Foundation for supporting this work. The views expressed in this document are the sole responsibility of RADS and do not reflect the funder or any other party. For any queries, please reach out to Dr. Adnan Khan, Email: Adnan@resdev.org or our website www.resdev.org

