

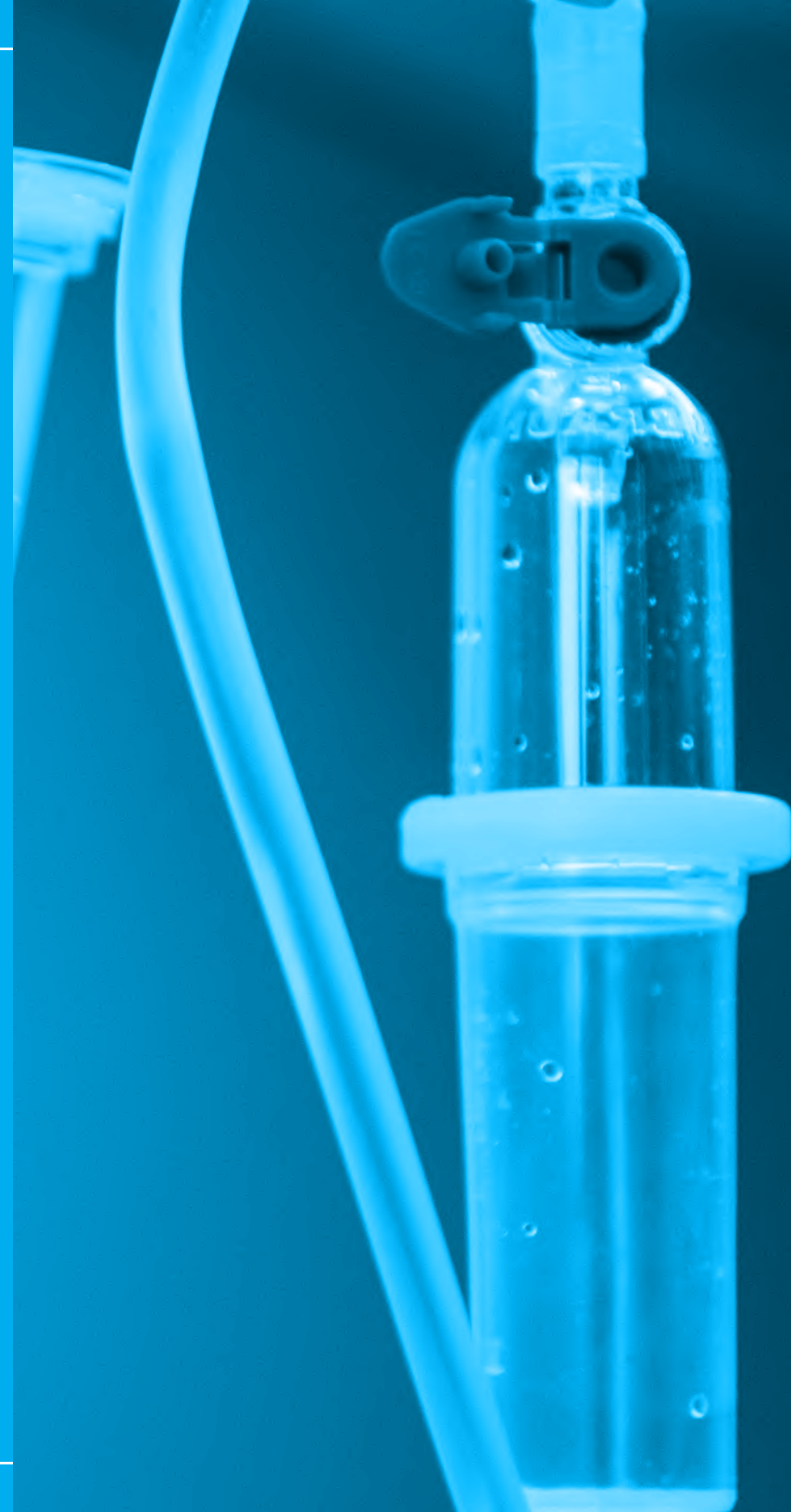
HEALTH SELF-PERCEPTION IN PAKISTAN



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EDITOR'S NOTE

Last month, Gallup Pakistan resumed the ***Gallup Pakistan Health CyberLetter Initiative with the first edition highlighting “COVID-19 Vaccination Perceptions in Pakistan.”*** Through several surveys conducted over the course of 2 years (from 2020 to 2022), we noted that the inclination to receive a vaccination shot changed during the course of the pandemic lifecycle in Pakistan. Moreover, we also examined the reasons behind the unwillingness to get vaccinated. To read more, you can access the following link: https://gallup.com.pk/wp/wp-content/uploads/2022/10/COVID-19-Vaccination-Perceptions-in-Pakistan_October-2022-1.pdf

In the second edition of our Health CyberLetter, we provide a snapshot into ***“Health Self-Perception in Pakistan.”*** We find little to no variations between 2020 and 2021 in the overall health status of the country but observe changes across gender, income and age for indicators such as physical activity, healthy eating, stress and sleep. Where possible, we've compared statistics across countries and find that Pakistan generally demonstrated healthier behavior patterns in comparison to its global counterparts in 2021.

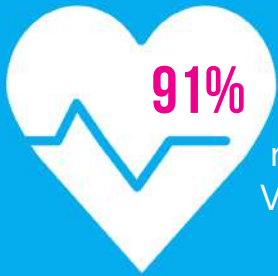
We believe our survey findings can be useful for public health professionals and policy-makers in terms of understanding demand-side health drivers and we hope that with more rigorous research as well as a concerted effort to bridge the gap between policy and practice, we're able to help improve the lives and health of individuals across Pakistan.

Mishalle A. Kayani



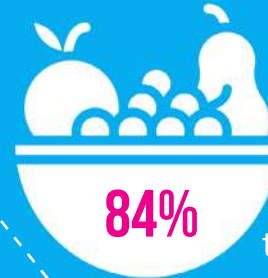
HEALTH SELF-PERCEPTION IN PAKISTAN

Key Highlights:



91%

Pakistan was among the top three countries in 2021 where respondents reported feeling either very healthy or healthy. Vietnam (93%), Nigeria (92%) and Pakistan (91%)

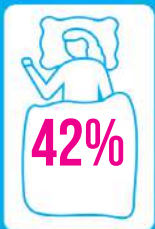


84%

84% Pakistanis reported eating healthy, which was 17% higher than the global average in 2021.



54%



42%

More men than women reported sleeping well, 54% versus 42% respectively.



39%

Across all age-groups in Pakistan, 39% reported exercising frequently.



16%

Compared to other countries, only 16% Pakistanis reported suffering from stress to some extent in 2021. The top 3 countries were Japan (49%), Serbia (49%) and Croatia (48%)



42%

More women (42%) compared to men (30%) claimed to suffer from stress in 2021 in Pakistan.



More respondents in Pakistan (83%) compared to globally (74%) claimed to never smoke or smoke very little.

83%



WIN

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HEALTH SELF-PERCEPTION

The complex, multidimensional concept of health affects the life of every individual alive across the world. From economic and cultural conditions to psycho-physical and sociological environments, our health can be impacted in more ways than one. Individuals perceive their health differently and it is assessed differently by doctors through professional knowledge and experience². In a traditional health setting, what can complement diagnoses of disease and illness is the subjective views held by individuals regarding their own health. Therefore, self-perception surveys are commonly used in population studies to obtain information which may otherwise not be available².

WIN WORLD SURVEY

WIN International, the world's leading association in market research and polling, published the Annual WIN World Survey - WWS 2021 - exploring the views and beliefs of 33.236 individuals among citizens from 39 countries across the globe, to understand health self-perception and related habits.

The survey highlighted healthy and unhealthy habits such as: eating healthy, sleeping well, exercising, suffering from stress and smoking. While almost all habits were also included in previous surveys and can therefore be compared to past results, eating healthy is a newly added habit in this latest edition.

¹Elżbieta Antczak & Katarzyna M. Miszczyńska (2020) "The Self-Perceived High Level of Health Quality of Europeans – Spatial Analysis of Determinants." Journal of Applied Economics, 23:1, 746-764, D

²Elżbieta Antczak & Katarzyna M. Miszczyńska (2020) "The Self-Perceived High Level of Health Quality of Europeans – Spatial Analysis of Determinants." Journal of Applied Economics, 23:1, 746-764, D

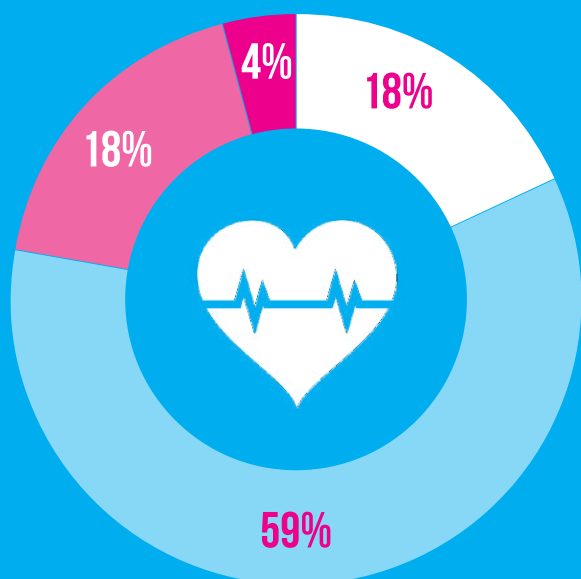
GLOBAL OVERALL HEALTH PERCEPTION

In 2021, the global general perception about health remained stable compared to 2020 results (from 79% to 77%); Across genders, men perceived themselves healthier than women (80% and 75% respectively).

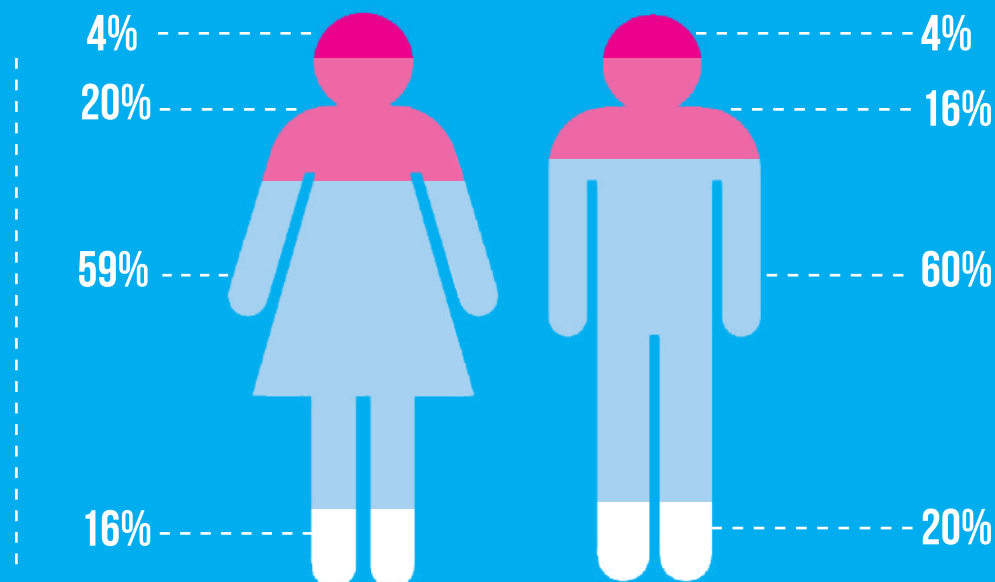
GLOBAL OVERALL HEALTH PERCEPTION

Very Healthy Healthy Somewhat unhealthy Unhealthy

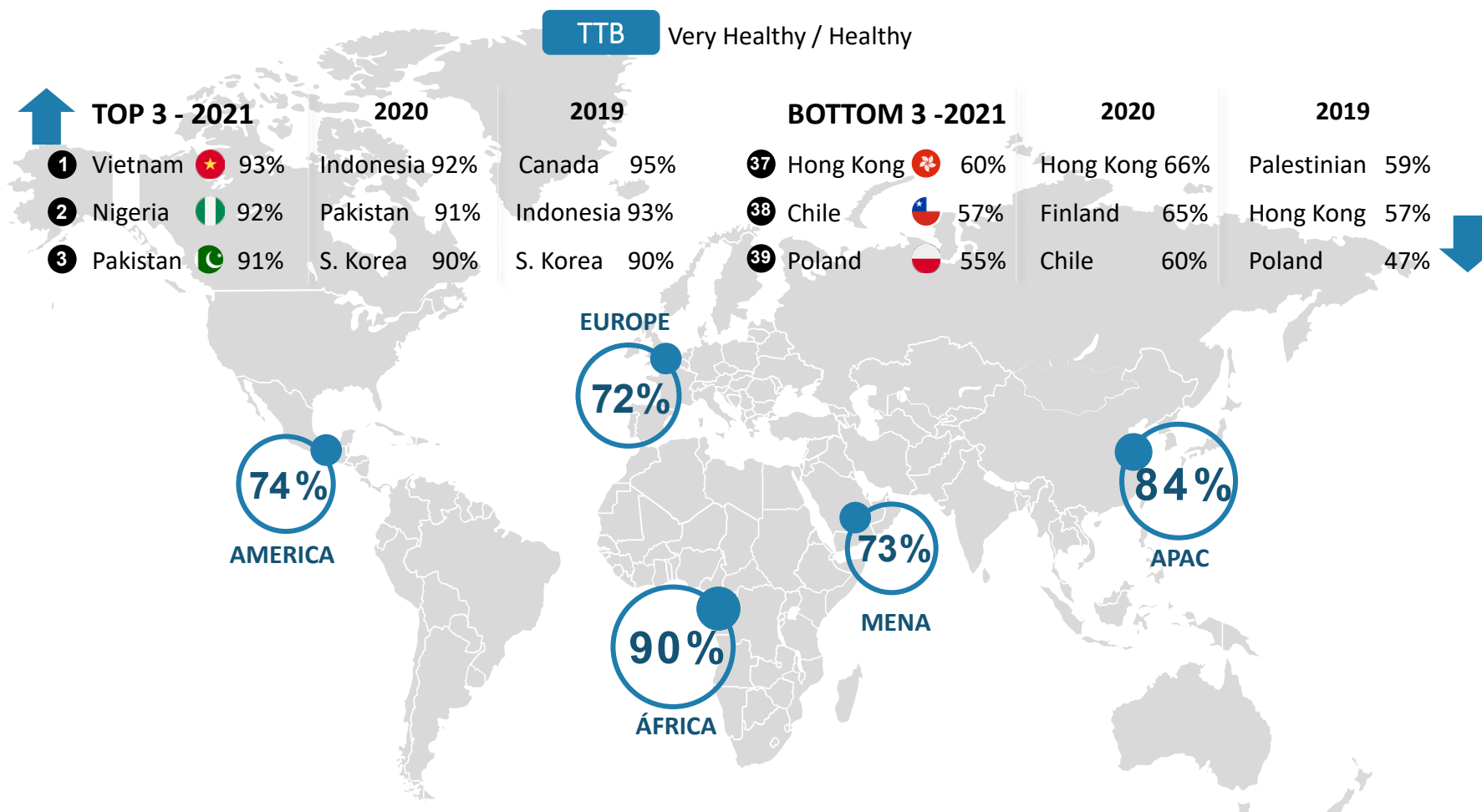
Global Average



By Gender



When comparing figures for countries in 2021, the share of people who considered themselves healthy were 93% for Vietnam and 92% for Nigeria. On the other hand, among the countries where people considered themselves less healthy, Chile and Poland reported higher levels with 57% and 55% respectively.



OVERALL HEALTH PERCEPTION IN PAKISTAN

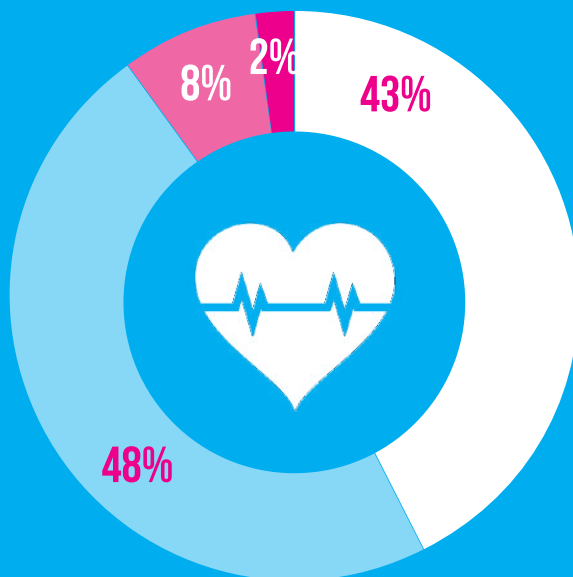
In Pakistan, approximately 90% people considered themselves to be healthy in 2021. A marginal difference was noted between men and women and people considered themselves healthy across all age-groups.

What's particularly interesting about the overall health data, both in Pakistan and globally, is that despite being amidst the COVID-19 pandemic, there weren't considerable changes regarding perceptions of overall health. One would imagine that the damaging impacts of COVID-19 would negatively influence health perceptions but surprisingly people felt quite positive about their health status during what can be described as perhaps the one of the most crippling catastrophes in recent times.

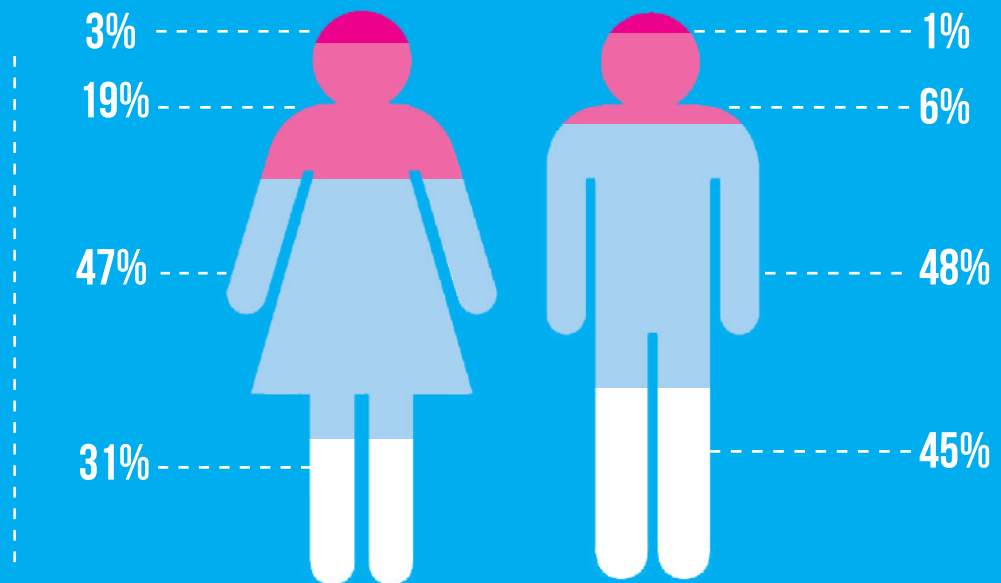
OVERALL HEALTH PERCEPTION IN PAKISTAN

Very Healthy
 Healthy
 Somewhat unhealthy
 Unhealthy

Global Average



By Gender

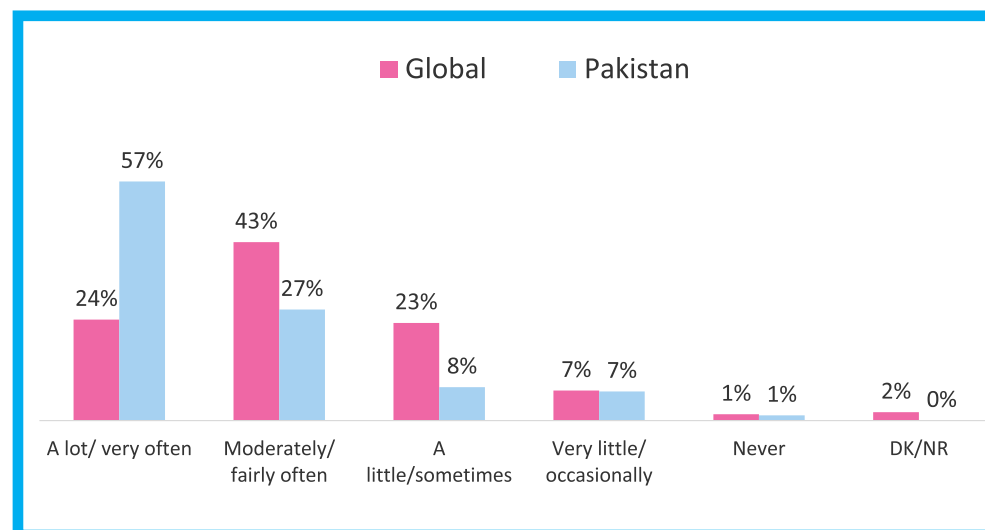


EATING HEALTHY

One key component of good health is healthy eating. A healthy diet is known to offer protection against many non-communicable diseases such as diabetes, heart disease and cancer³.

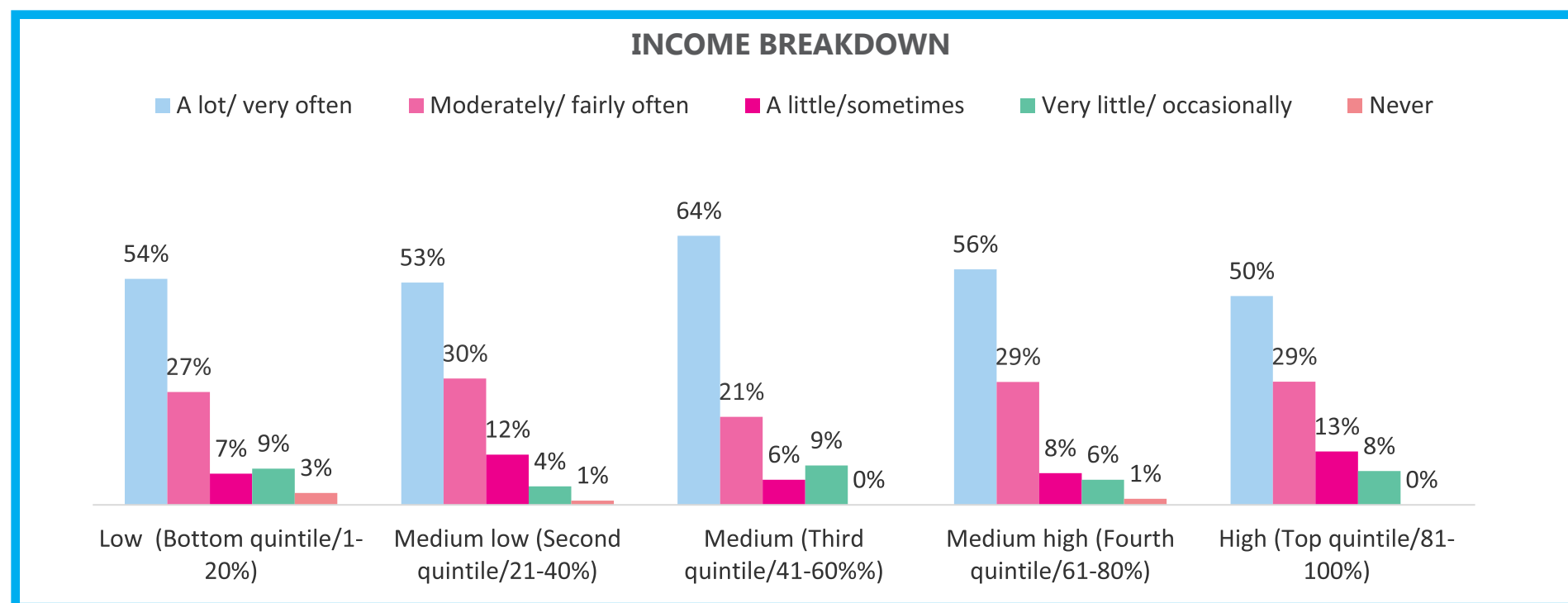
With an indicator like healthy eating, across Pakistan, an overwhelming 84% people claimed to eat healthy frequently in 2021; this was 17% higher than the global average.

Quite interestingly, 68% respondents in Kenya reported eating healthy and only 4% in China reported doing so. Given the economic status of China, investigating why people felt they weren't eating well would offer us deeper-level insights into this particular statistic. We're aware that China was the hub of the coronavirus in early 2020 and with stringent lockdown measures, perhaps access might have played a role. This, however, is just speculative and not based on any concrete evidence.



³World Health Organization. <https://www.who.int/initiatives/behealthy/healthy-diet#:~:text=A%20healthy%20diet%20is%20essential,are%20essential%20for%20healthy%20diet>.

Previous literature extensively shows that people with lower socio-economic status (SES) generally exhibit less healthy eating behaviors and have increased risk of obesity and related illnesses⁴. In Pakistan, too, although there were marginal differences across income levels, individuals belonging to medium and higher income brackets reported eating healthy more frequently as compared to individuals from lower income brackets



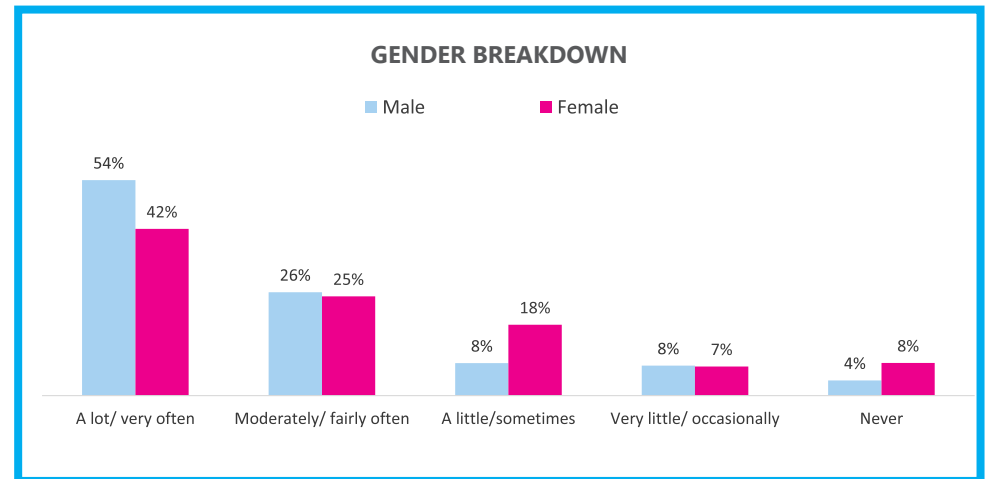
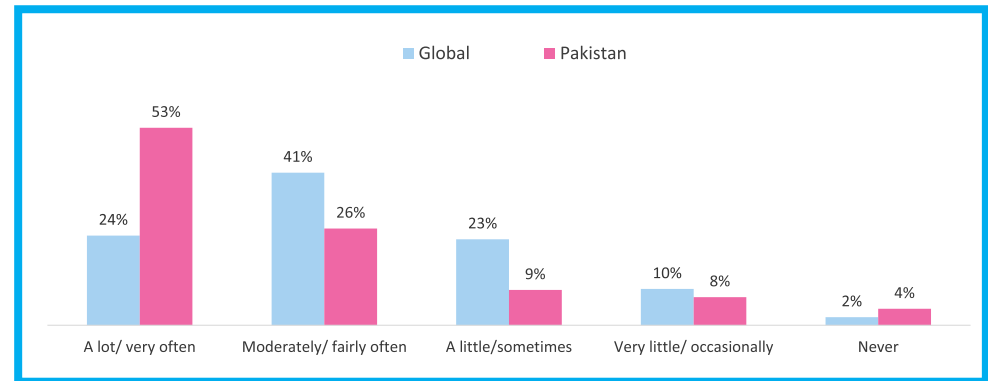
⁴Van der Velde, Lauren A. & Schuilenberg, Linde. A et.al. (2019) "Needs and Perceptions regarding Healthy Eating Among People at Risk of Food Insecurity: A Qualitative Analysis." International Journal for Equity in Health. Volume 18, Article number: 184

SLEEPING WELL

Similar to eating healthy, sleeping well is another essential aspect of good health. In Pakistan, the percentage of respondents reporting that they were mostly sleeping well at night was higher than the global average in 2021; 53% versus 24%.

Across genders, there were differences observed in Pakistan with more men (54%) than women (42%) claiming that they slept well.

Further disaggregation of these gender differences across age-groups can help us better observe and understand sleeping patterns and whether a selected age-group is more likely to suffer from disrupted sleep.



EXERCISE

According to the Centers for Disease Control (CDC), being physically active can improve your brain health, help manage weight, reduce the risk of disease, strengthen bones and muscles and increase ability to perform everyday activities⁵. Comparing statistics across different countries, 18 countries reported an increase in exercise in 2021. Pakistan reported a 12% increase from 2020.

Exercise - A lot/very often/ moderately/fairly often % within total population

	2020	2021			2020	2021	
GLOBAL AVERAGE	39%	40%	↓				
IN – India	67%	64%	↑	ID – Indonesia	53%	40%	↓
FI – Finland	58%	59%	↑	IT – Italy	36%	38%	↑
PY – Paraguay	44%	56%	↓	HK - Hong Kong	41%	38%	↓
ES – Spain	57%	55%	●	AR – Argentina	33%	36%	↑
KE – Kenya	No data	53%	↑	BR – Brazil	30%	36%	↑
CN – China	46%	51%	↑	LB – Lebanon	30%	35%	↑
IE – Ireland	49%	50%	↑	PS – Palestinian T.	31%	34%	↑
VN - Vietnam	44%	47%	↓	DE – Germany	40%	33%	↓
PH – Philippines	48%	46%	●	GR – Greece	No data	31%	●
CO – Colombia	No data	46%	↑	MX – Mexico	23%	30%	↑
US - United States	34%	45%	↑	RS – Serbia	27%	30%	↑
PK – Pakistan	32%	44%	↑	PE - Peru	26%	29%	↑
FR – France	36%	44%	↑	PL – Poland	33%	29%	↓
NG – Nigeria	45%	44%	↓	EC – Ecuador	37%	29%	↓
CA – Canada	41%	43%	↑	HR – Croatia	33%	27%	↓
JP – Japan	44%	42%	↓	KR - South Korea	28%	26%	↓
DK - Denmark	43%	42%	↓	TR – Turkey	No data	24%	●
SI – Slovenia	45%	41%	↓	TH – Thailand	No data	24%	●
GB - United Kingdom	44%	41%	↓	CL – Chile	20%	21%	↓
MY – Malaysia	37%	40%	↑				

⁵Centers for Disease Control (CDC). <https://www.cdc.gov/physicalactivity/basics/pa-health/index.htm#:~:text=Being%20physically%20active%20can%20improve,activity%20gain%20some%20health%20benefits>.

On average, across all age-groups in Pakistan, 35% people reported exercising frequently in 2021 with the highest percentage reported for those aged 65 and above (39%). Moreover, on average 30% people of all ages claimed they never exercised.

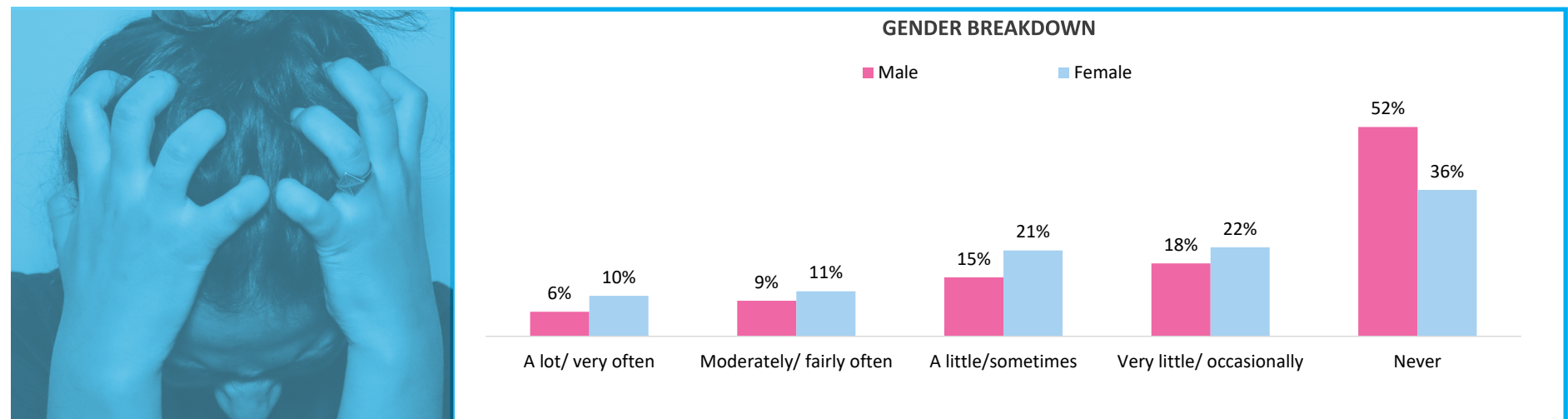
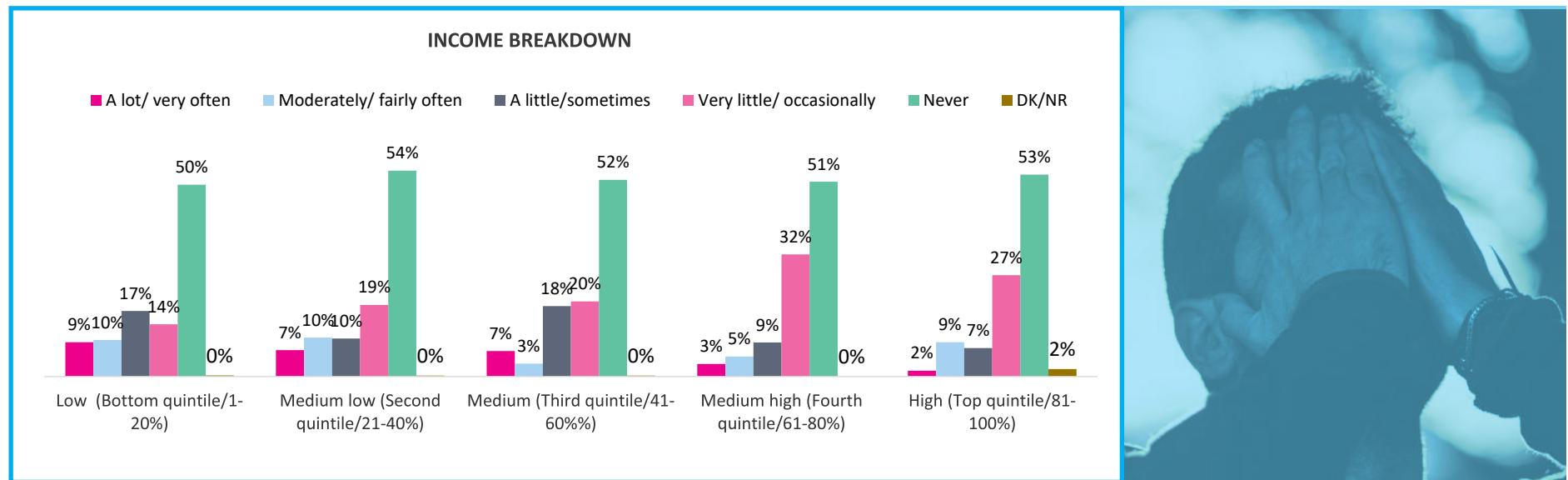
SUFFER FROM STRESS

COVID-19 has had a devastating impact on mortality statistics across the world. While the direct cost of COVID-19 manifested in the form of human lives lost, what's considered as a deeply troubling negative externality and an impending challenge for countries across the world is the effect of the pandemic on mental health.

Suffer from stress - A lot/very often/ moderately/fairly often % within total population

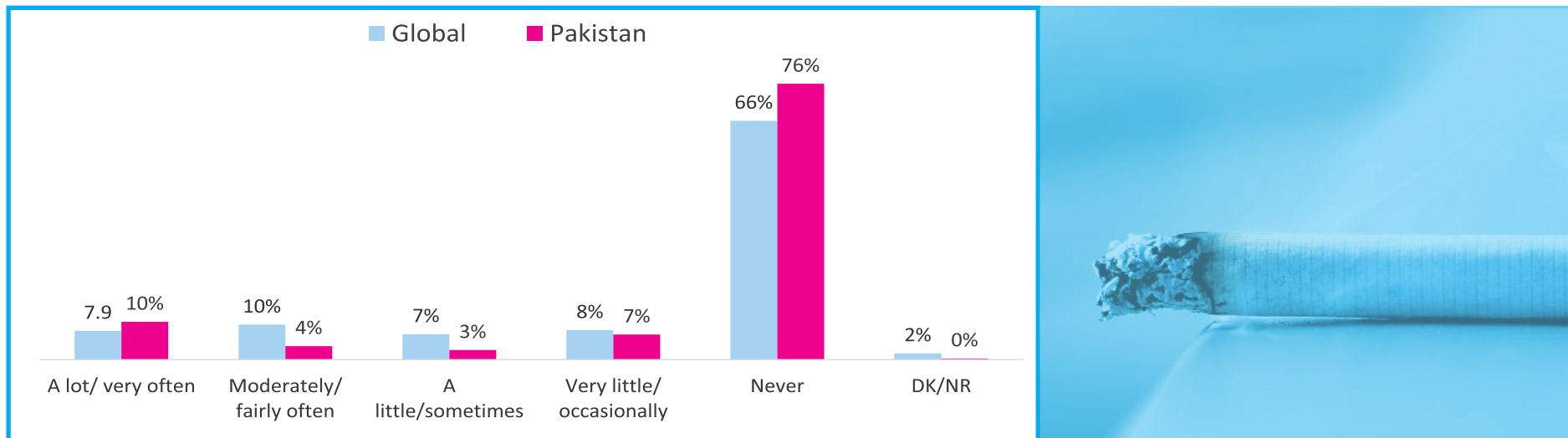
	2020	2021			2020	2021		
GLOBAL AVERAGE	31%	33%			HK - Hong Kong	39%	32%	↑
JP – Japan	49%	49%	—		KR - South Korea	27%	32%	↓
RS – Serbia	49%	49%	—		DE – Germany	29%	32%	●
HR – Croatia	42%	48%	↑		KE – Kenya	No data	32%	●
LB – Lebanon	38%	46%	↑		CO – Colombia	No data	31%	↓
AR – Argentina	31%	42%	↑		IN – India	45%	31%	↓
PH – Philippines	37%	41%	↑		NG – Nigeria	34%	31%	↓
GR – Greece	No data	41%	●		PE - Peru	31%	29%	↓
PS – Palestinian T.	36%	40%	↑		CN – China	23%	27%	↑
TR – Turkey	No data	40%	●		MX – Mexico	30%	27%	↓
IT – Italy	34%	40%	↑		ES – Spain	27%	27%	—
CA – Canada	39%	39%	—		EC – Ecuador	29%	26%	↓
US - United States	44%	39%	↓		BR – Brazil	21%	25%	↑
CL – Chile	31%	39%	↑		MY – Malaysia	23%	25%	↑
PL – Poland	40%	38%	↓		ID – Indonesia	15%	22%	↑
GB - United Kingdom	33%	36%	↑		PK – Pakistan	15%	16%	↑
FI – Finland	31%	35%	↑		DK - Denmark	13%	16%	↑
PY – Paraguay	25%	35%	↑		TH – Thailand	No data	9%	↑
IE – Ireland	36%	34%	↓		VN - Vietnam	11%	5%	↓
SI – Slovenia	33%	34%	↑					
FR – France	28%	33%	↑					

Across income and gender in Pakistan, more people from lower-income brackets reported feeling more stressed and more women (42%) than men (30%) claimed they suffered from stress.



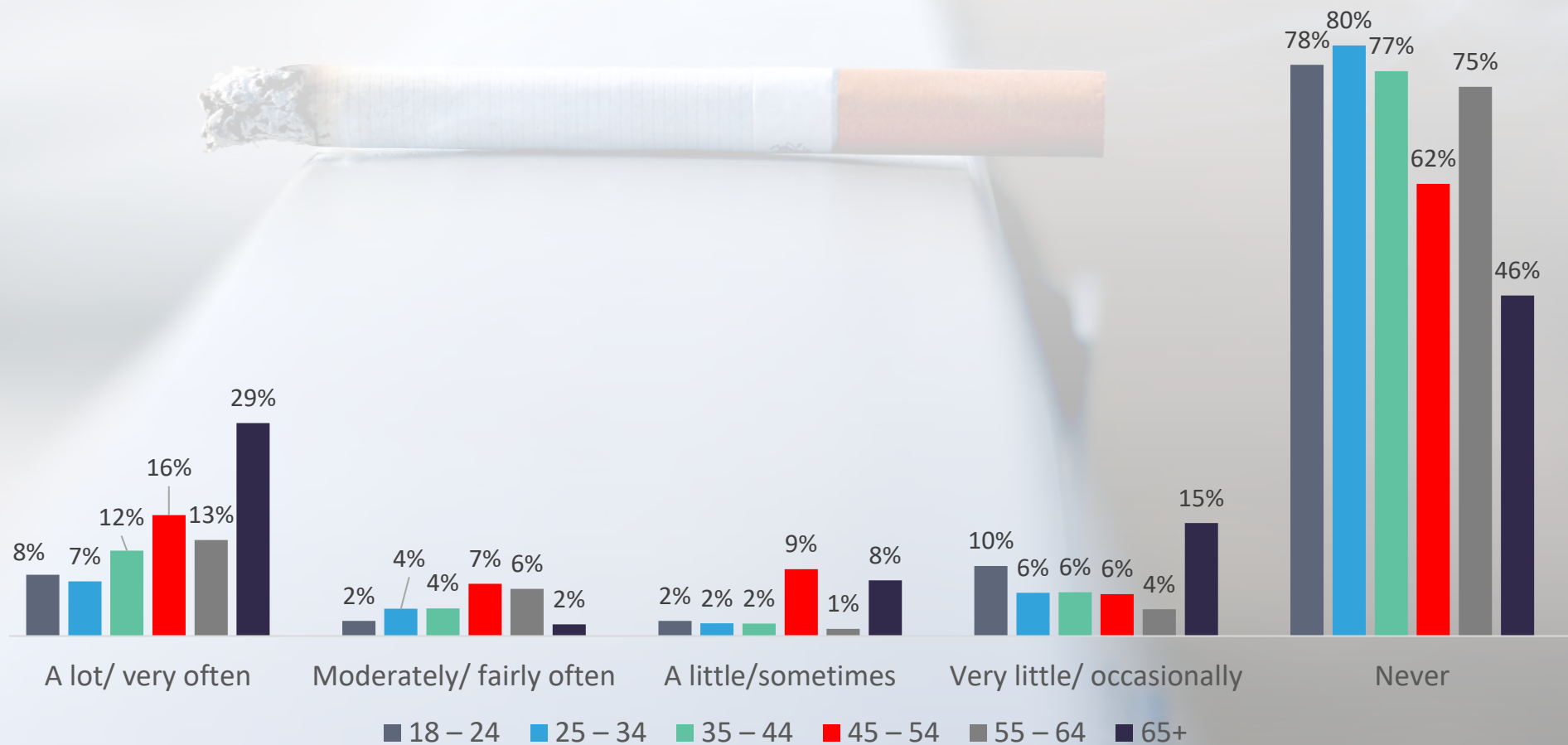
SMOKE

The last indicator of the survey examined smoking habits. More respondents in Pakistan (83%) as compared to globally (74%) claimed to never smoke and smoke very little.



SMOKING BY AGE GROUP

Respondents in the 65+ age-group report higher levels of smoking very often (29%)



Among countries, Greece, Palestine and Turkey ranked higher (37%, 36% and 34% respectively) with people smoking very often.

Smoke - A lot/very often/ moderately/fairly often
 % within total population

	2020	2021	
GLOBAL AVERAGE	17%	18%	
GR – Greece	No data	37%	●
PS – Palestinian T.	36%	36%	↑
TR – Turkey	No data	34%	●
RS – Serbia	28%	32%	↑
LB – Lebanon	28%	31%	↑
PL – Poland	26%	29%	↑
HR – Croatia	24%	27%	↑
KE – Kenya	No data	25%	●
DE – Germany	24%	25%	↑
ES – Spain	24%	24%	—
CN – China	13%	23%	↑
IT – Italy	19%	21%	↑
CL – Chile	19%	20%	↑
ID – Indonesia	16%	20%	↑
AR – Argentina	23%	20%	↓
JP – Japan	20%	18%	↓
KR - South Korea	19%	18%	↓
US - United States	11%	18%	↑
FR – France	16%	18%	↑
MY – Malaysia	14%	18%	↑

	2020	2021	
PH – Philippines	11%	17%	↑
GB - United Kingdom	17%	16%	↓
PK – Pakistan	10%	14%	↑
BR – Brazil	9%	14%	↑
SI – Slovenia	15%	14%	↓
DK - Denmark	13%	13%	—
IE – Ireland	16%	13%	↓
VN - Vietnam	18%	12%	↓
CA – Canada	13%	12%	↓
HK - Hong Kong	20%	12%	↓
MX – Mexico	14%	10%	↓
TH – Thailand	No data	10%	●
IN – India	24%	10%	↓
FI – Finland	11%	9%	↓
EC – Ecuador	7%	6%	↓
CO – Colombia	No data	6%	●
PY – Paraguay	5%	5%	—
PE - Peru	5%	5%	—
NG – Nigeria	5%	4%	↓

DISCUSSION

Findings from the WIN Survey provide vital insights into population level perceptions of health. Although reported statistics paint a more generalized picture of the health status in Pakistan and beyond, there is tremendous room to dig deeper and analyze the behavioral dimensions of health as well. Outside of income level, what drives healthy eating patterns? What is contributing to disruptive sleep for women? Why are women suffering more from increased stress levels? What is causing people aged 65 and over to smoke frequently? On the policy side specifically, one finding which can certainly be studied and analyzed more critically is that lower income-households generally report worse overall health as compared to higher-income households – Does health access play a role in this? Are people generally less concerned about their diet in lower-income households? What can healthcare providers specifically do to help improve the health status there? - There are perhaps many questions one might ask to investigate health through a holistic lens, given its complex nature.

The health status of individuals can objectively be described as the presence or absence of disease and subjectively by self-perceived health. Self-perceived health and its determinants, are increasingly appearing in scientific literature and are popularly described as indicators of quality of life, reduced daily functionality and cognitive and emotional ability. Through surveys like this, there is a rather large field for interpretation as indicators based on this concept can be used to assess not just the health status of individuals but also inequalities, structural differences and the healthcare needs of populations.

Looking to the future for Pakistan, what might be particularly interesting from both policy and service-delivery perspectives, is to closely study predisposing factors such as demographics, socioeconomic status, cultural and physical environments and health access which make individuals more susceptible to an unfavorable health status. Across the country, there are multiple on-going efforts to conduct meaningful public health research and we hope to see more data-driven decisions at provincial and local levels, especially with regards to the health of the most vulnerable communities in Pakistan. Moreover, given the current environmental and political climate in the country, health self-perception surveys at this point in time may potentially effectively help in better identifying ways of integrating targeted health interventions into routine programmatic activities to ensure maximum reach and benefit to communities across Pakistan.

GALLUP PAKISTAN PUBLIC HEALTH PROGRAM

Gallup Pakistan formally introduced the Gallup Pakistan Public Health Program earlier this year. Through this dedicated space, we hope to act as catalysts of change in the public health landscape by using innovative and collaborative solutions to tackle complex problems in the country.

Under this program, the streams of work currently include:

1. Let's Talk Public Health
2. Gallup Pakistan and CDC Sponsored Projects
3. Gallup Pakistan 40-year report on Health
4. Gallup Pakistan and Digital Vaccine Register Project

One of our pioneering initiatives as part of the Public Health Program is the "Let's Talk Public Health" series which was launched in March 2022. Through this platform, we conduct insightful conversations with experts in the field, on public health challenges that Pakistan is facing today and we hope we can find ways to reimagine the concept of health as well as make meaningful contributions to the public health discourse in both, Pakistan and globally.

Links to our previous episodes can be accessed below:

- Episode 1: Lifestyle and Non-communicable diseases (NCDs) – Conceptual, Empirical and Practical Perspective by Dr. Ijaz Gilani. <https://youtu.be/uJcYQIj3GH4>
- Episode 2: Pakistan's Healthcare Market, Medical Devices and Digital Health by Hammad Ijaz. <https://youtu.be/Wz8QWExlHGg>
- Episode 3: Health Perception Survey - WiN International and Gallup Pakistan by Mishalle Kayani and Laila Waqar. <https://youtu.be/IFQp6Qp6GrQ>

- Episode 3: Health Perception Survey - WiN International and Gallup Pakistan by Mishalle Kayani and Laila Waqar. <https://youtu.be/IFQp6Qp6GrQ>
- Episode 4: Value of Community Co-design for Vaccine Confidence Interventions - A Case from Karachi by Rubina Qasim.: <https://youtu.be/7TqIL3cM17A>
- Episode 5: Science Behind Artistic Processes (Conductive Tools for Health Sector) by Dr. Habib Afsar. <https://www.youtube.com/watch?v=1ZWK0EhZyD8>
- Episode 6: Family Planning in Pakistan: Issues, Progress and the Way Forward by Dr. Adnan Khan. <https://youtu.be/LyQfFv0w8oA>

In addition to our talk series, we've worked on several research projects with the Centers for Disease Control (CDC)⁶.

Project: Survey of Social and Behavioral Determinants of COVID-19 Vaccination Uptake and Evaluation of On-going National and Subnational Programming to Increase Demand for COVID-19 Vaccines. 2021

Description: The project aimed to prepare for the rollout of COVID-19 vaccines by assessing social and behavioral determinants for under vaccination in the EMRO region. The multi-country assessment focused on understanding determinants of demand for COVID-19 and other vaccines among priority populations, particularly the role of rumors and misinformation on behavior, and a secondary focus on challenges in vaccine service delivery faced by healthcare workers and program administrators. This project also evaluated ongoing regional, country-level, and subnational planning efforts to introduce COVID-19 vaccines to high priority populations of healthcare workers, adults over 65, and high-risk adults. An important aspect of this project was data triangulation- collecting and reviewing diverse sources of data to compare, contrast, and develop a fuller picture of demand for COVID-19 vaccines in each selected country.

⁶Funding for this conference was made possible (in part) by the Centers for Disease Control and Prevention. The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.

Project: A Cross-Sectional Survey on COVID-19 Knowledge, Attitudes, Practices (KAP) and Resiliency in Pakistan. 2021-2022

Description: The goal of this study was to provide a nationally and regionally representative comprehensive understanding of knowledge, attitudes, and practices (KAPs) around COVID-19 as well as the mental health impacts and other personal effects of the pandemic by providing context specific evidence to help address COVID-19 more effectively. Measuring key cognitive and behavioral factors associated with COVID-19 will help inform recommendations for effective public health management of the disease, such as behavior change strategies, communication strategies to counteract misperceptions around COVID-19, address stigma, community and home-care strategies, and the deployment of food or cash assistance, to vulnerable households.

Project: Track and Trace of COVID-19 Suspected Cases – Pilot Program Working with Faith-Based Organizations. 2022

Description: Engaging faith communities to advance COVID-19 risk communication and mitigation represents a pivotal opportunity to accelerate pandemic control. The project goal was to pilot a program in which contact tracing and advocacy around non-pharmaceutical intervention (NPIs) is done by FBO's and lessons can be learned and shared with policy-makers dealing with COVID-19.

Project: Estimating Excess Deaths and Improving Mortality Surveillance and Civil Registration Systems in Pakistan during COVID-19. 2022-2023

Description: This project aims to estimate and improve the capacity for estimation of excess deaths and their causes in selected areas of Pakistan; understand and inform as to causes of increases in preventable deaths; and to attempt to integrate relevant partners and systems to build sustainable capacity in mortality surveillance and in National Public Health Institutes.

Gallup Pakistan is also working on producing a **40-year report on Health in Pakistan** which is a compilation of findings from health research conducted by the organization over the last 2 decades.

Lastly, during this year we also worked on a **Digital Vaccine Register Project**, the details of which, you can find below:

The Zindagi Mehfooz (ZM) application has been designed as a digital repository of enrolment and vaccination records of women and children on a web-based dashboard, currently being leveraged as a micro-data collection tool in the health centers of Sindh, Pakistan. The scope of the research study was to evaluate the impact of the application on immunization service delivery, registry coverage, uptake of immunization services, and data use patterns.

The qualitative aspect of the evaluation included a series of focus group discussions, key informant interviews, and observations across health facilities/offices in the districts of Jacobabad, Shikarpur, and Naushahro Feroz with the goal of understanding the perceptions of all the stakeholders involved (ZM staff, caregivers, vaccinators, supervisors/coordinators, district managers, and provincial managers) regarding the use and impacts of the ZM application.

For any queries, please contact:

Mishalle A. Kayani, Manager, Programs and Outreach – Gallup Pakistan Public Health Program

E: mishalle@gallup.com.pk

