

APRIL 2024



Gallup Pakistan Health Cyber Letter

WIN World Health Survey 2024:
Perceptions about Health



Editor's Note

In the 11th of the Gallup Pakistan Health Cyber Letter, we delve into the insights of the WIN World Health Survey 2024¹, a comprehensive exploration of health perceptions across 39 countries. It provides an interesting outlook into how individuals perceive their well-being and provides a nuanced look at the state of health globally, with a spotlight on Pakistan.

While the global average of women who perceive themselves as unhealthy stands at 27%, in Pakistan, this number rises slightly to 30%. These figures hint at underlying health concerns that may require targeted interventions and heightened awareness campaigns. However, it's important to remember that self-perception doesn't always mirror objective health status.

What's intriguing is Pakistan's self-assessment in various health domains compared to the global benchmarks. Pakistanis seem to hold a rosier view of their fitness, weight, mental health, and sleep quality. This could be attributed to cultural factors, such as lifestyle patterns and societal norms, influencing perceptions of health. For instance, the higher percentage of Pakistanis perceiving their fitness positively might reflect a culture where physical activity is ingrained in daily life, particularly among rural populations and manual laborers.

Yet, when we disaggregate the data by gender, disparities emerge. Pakistani women, in particular, exhibit a greater propensity to perceive their health negatively compared to men. Whether it's fitness, weight, mental health, or sleep quality, women consistently report poorer assessments. This highlights the need for gender-sensitive health interventions and policies that address the unique challenges faced by women in Pakistan.

Moreover, the stark gender gaps in self-reported health indicators underscore broader societal issues regarding access to healthcare, gender roles, and cultural attitudes towards health-seeking behaviors. Addressing these disparities requires a multifaceted approach that combines targeted health programs, education initiatives, and policy reforms aimed at promoting gender equity in health outcomes.

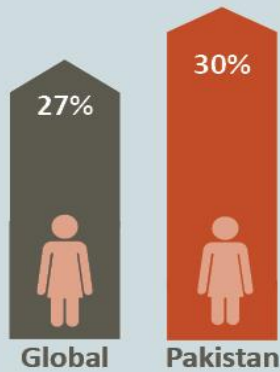
As we navigate these findings, it's imperative to recognize the limitations of self-reported data and the need for complementary sources of information to paint a more comprehensive picture of health trends. Moving forward, let's harness these insights to inform evidence-based strategies that empower all Pakistanis to achieve optimal health and well-being.

Zainab Khan

¹ WIN World Survey 2024, <https://gallup.com.pk/wp/wp-content/uploads/2024/04/WWS-2024-Health-Report.v2.pdf>

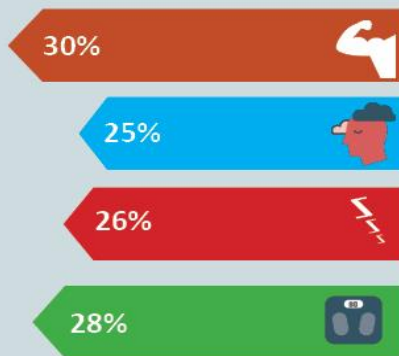
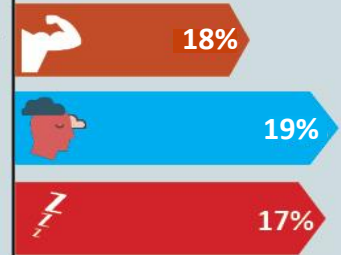
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While the global average of women who perceive themselves to be unhealthy is 27%, 30% women in Pakistan categorized themselves as unhealthy.

Overall, 19% more Pakistanis perceive their fitness and weight as good compared to the global average, 18% more consider their mental health to be good and 17% more think their sleep is good.



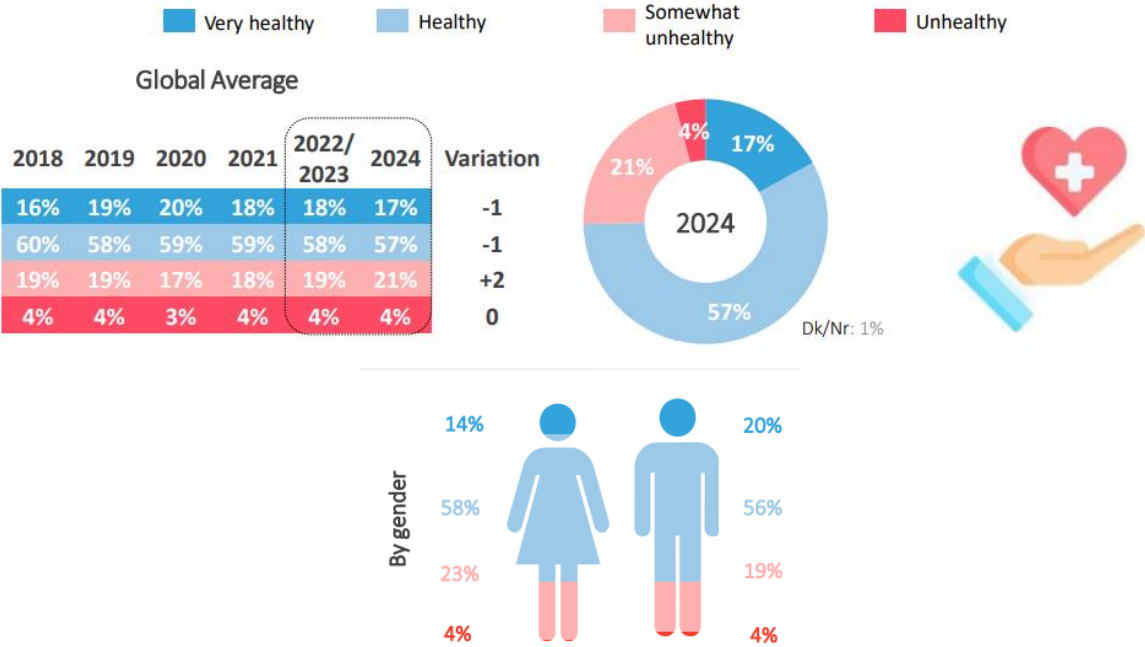
30% women in Pakistan perceive their fitness as poor, 25% think their weight is poor, 26% consider their mental health to be poor and 28% are of the opinion that their sleep is poor.



The Worldwide Independent Network of MR (WIN), the world’s leading independent association in market research and polling, recently revealed the Annual WIN World Survey, exploring the views and beliefs of over 33,000 people in 39 countries across the globe. The survey uncovers the findings, any improvements, or developments, made globally in various areas related to health.

1. While the global average of women who perceive themselves to be unhealthy is 27%, 30% women in Pakistan categorized themselves as unhealthy.

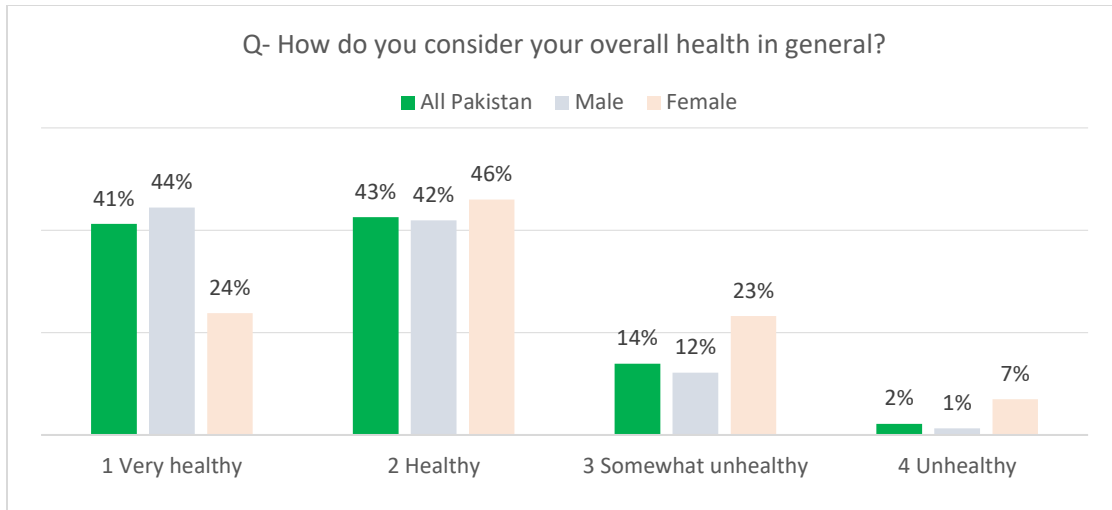
According to the WIN World Health Survey 2024, 57% people globally perceive themselves as healthy, 17% as somewhat healthy, 21% as somewhat unhealthy and 4% and unhealthy. Overall, 2% fewer people consider themselves healthy in 2024 compared to 2022-2023. When broken down by gender, it can be seen that more women think of themselves as unhealthy (27%) compared to men (23%).



Source: WIN WWS Health Report 2024

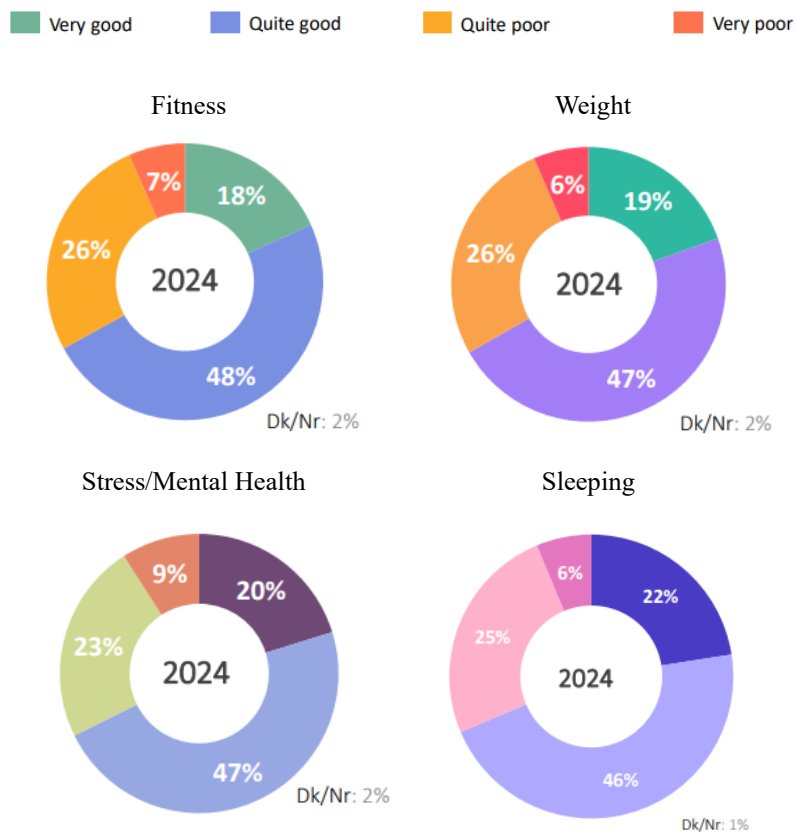
For Pakistan, the overall percentage of people who consider themselves healthy is reported to be 84%, which is 10% higher than the global average. This implies that Pakistanis generally perceive themselves to be healthier. Since this is self-reported data regarding perception of health, it does not necessarily mean that they are objectively healthy as well.

It is interesting to note that while the proportion of Pakistani men who report themselves being healthy is 10% higher than the global average at 86%, 16% fewer women consider themselves healthy (70%). On the other hand, 17% more women in Pakistan think they are unhealthy (30%) compared to men (13%).



Source: WIN WWS Health Report 2024 - Pakistan

2. Overall, 19% more Pakistanis perceive their fitness and weight as good compared to the global average, 18% more consider their mental health to be good and 17% more think their sleep is good.



Source: WIN WWS Health Report 2024

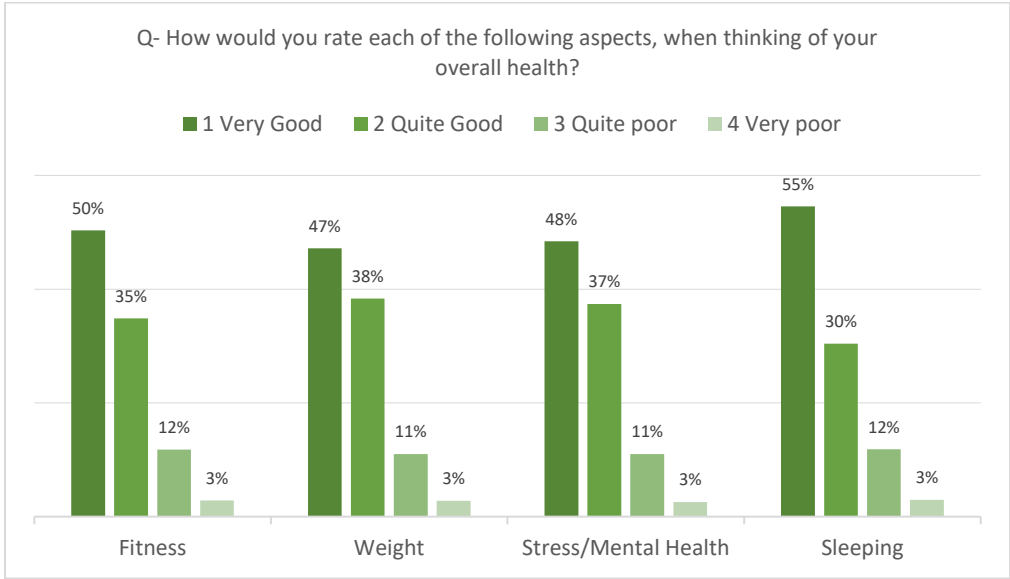
Regardless of whether they are objectively healthier, Pakistanis perceive various aspects of their health to be good, compared to the global average for the same indicators.

Fitness: On the global level, 66% participants consider their fitness to be either very good or quite good. For those in Pakistan, this percentage is 85%. One explanation for this could be the higher proportion of rural population and those working as manual labor in the country. They would be more likely to associate their level of physical activity with fitness.

Weight: 85% Pakistanis think their weight is good. Compared to them, 66% of those in the world think so, overall. It is important to take note of the cultural perceptions surrounding which weights are considered good around the world. In countries where the overall average weight is higher, it is likely that higher numbers are considered acceptable compared to countries where this is not the case.

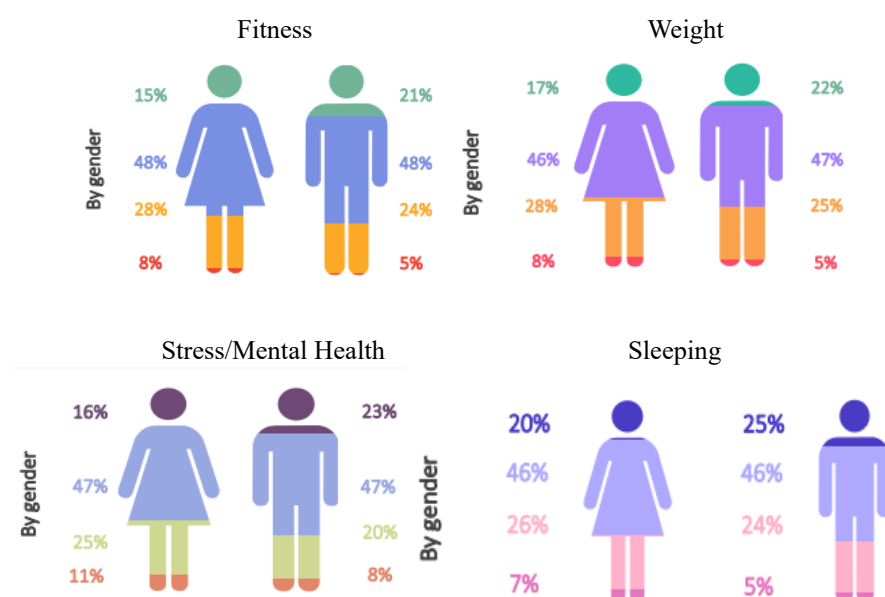
Stress/Mental Health: Similarly, 85% Pakistanis consider their mental health to be very or quite good. This is 15% higher than the global average. One reason for this difference could be awareness surrounding mental health in Pakistan and the cultural ramifications of admitting that one’s mental health is poor. Self-reported data about aspects of health that cannot always be observed need to be accompanied by other forms of data in order to be generalizable.

Sleeping: While 68% people globally think that their sleep is good, 85% of those in Pakistan think so. On the other hand, only 15% Pakistanis report their sleep being poor, compared to the global average of 31%.



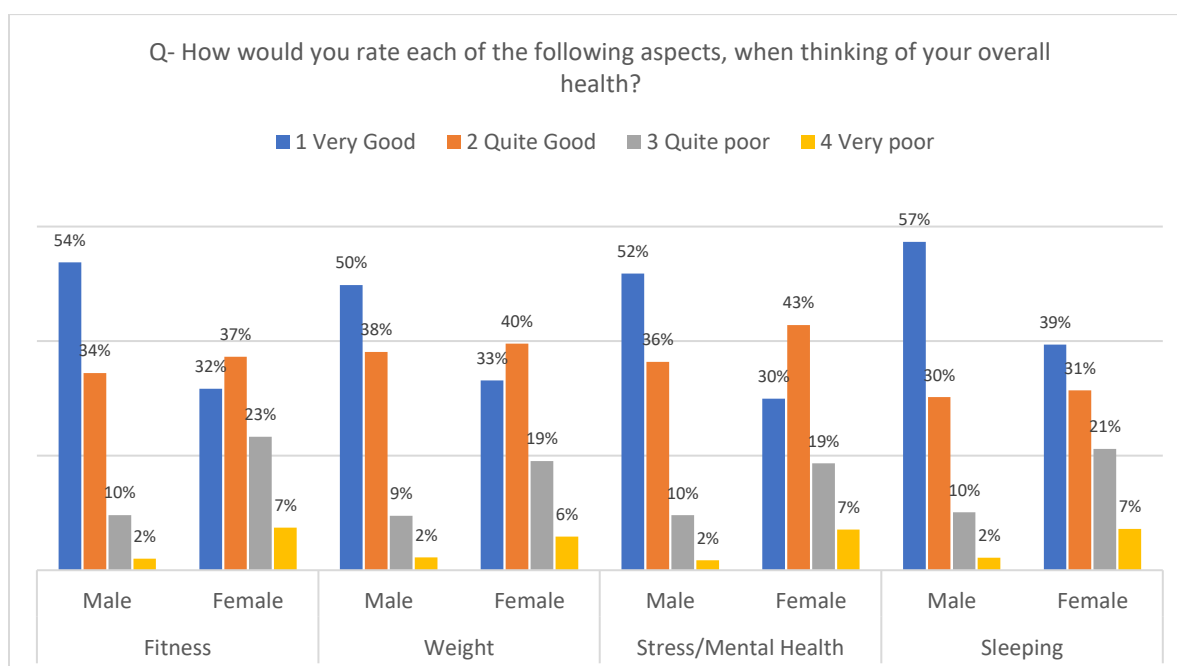
Source: WIN WWS Health Report 2024 - Pakistan

3. **30% women in Pakistan perceive their fitness as poor, 25% think their weight is poor, 26% consider their mental health to be poor and 28% are of the opinion that their sleep is poor.**



Source: WIN WWS Health Report 2024

While more women around the world categorize various aspects of their health as poor compared to men, this difference is more significant for women in Pakistan.



Source: WIN WWS Health Report 2024 - Pakistan

In terms of fitness, 36% women around the world, compared to 29% men, think their fitness is poor. In comparison, 12% men and 30% women in Pakistan think so. Similarly, the global difference between men (30%) and women (36%) who consider their weight poor is 6%. This difference for Pakistan is 14%, with 25% women considering their weight poor compared to 11% men.

Globally, 36% women and 28% men consider their mental health to be poor. In Pakistan, only 12% men perceive their mental health to be poor, compared to 26% women who report so. This difference is even more pronounced in self-rating of sleeping. In Pakistan, 12% men say they sleep poorly, compared to 28% women. Globally, 29% men and 33% women think so.

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: Recent developments include the Cause of Death (COD) Training and Enhancing Integrated Mortality Surveillance Workshop held in Islamabad from February 6 – February 10, 2023
3. Gallup Pakistan and Digital Vaccine Register Project
4. Gallup Big Data Analysis of Pakistan Statistical Yearbook – Healthcare in Pakistan (2010 – 2020)
5. Gallup Big Data Analysis of Pakistan Statistical Yearbook – Live Births (2018 – 2020) – Pakistan Demographic Survey 2020
6. Gallup Pakistan 40-year report on Health

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/researchers/practitioners 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/lFQp6Qp6GrQ>
- *Episode 4: Value of Community Co-design for Vaccine Confidence Interventions - A Case from Karachi* by Rubina Qasim.: <https://youtu.be/7TqL3cMI7A>
- *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>
- *Episode 7: The Menace of Self-Citation: An Audit of Two Years from Journals of KPK* by Dr. Umema Zafar. <https://youtu.be/UZrCBreD8No>
- *Episode 8: International Health Regulations (IHRs) and Pakistan* by Dr. Saeed Ahmad. <https://www.youtube.com/watch?v=t9sZOnzfiS8&t=64s>
- *Episode 9: Migration and Health* by Dr. Roomi Aziz. <https://www.youtube.com/watch?v=E89KBuiU52E>
- *Episode 10: Dispelling Development Myths: The Power of Community Engagement* by Dr. Ayesha Khan. <https://www.youtube.com/watch?v=WtFXmrnazzc>

- *Episode 11: Nutrition and Health in Pakistan: A Conversation with Mishalle A. Kayani and Zainab Khan from Gallup Pakistan.*
<https://www.youtube.com/watch?v=4LuHd77IK-M>

In our 11th episode of our “Let’s Talk Public Health” series, we discussed findings from Gallup Pakistan’s 7th Health Cyberletter, which focused on health and nutrition in the country. The discussion included unpacking the cultural and regional influences on the perceptions of diet and health for an average Pakistani. In addition to this, we discussed changes in nutritional preferences and how these have been shaped by socio-economic influences over the years. For the last section of our talk, we explored the possible social policy actions that could encourage adopting healthier nutritional habits to improve the overall health status of Pakistan.

In addition to our talk series, we’ve worked on several *research projects with the Centers for Disease Control (CDC)*.²

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.

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.

² Funding 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: *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.

Cause of Death (COD) Training (Monday, February 6 to Wednesday February 8, 2023)

Over the course of 3-days, health stakeholders such as doctors from public and private hospitals, the district health office (DHO), Ministry of Health (MoH) and the Civil Registration and Vital Statistics Unit (CRVS) in Islamabad, participated in a training module led by the Centers for Disease Control and Prevention (CDC-US) with Gallup Pakistan's support. The technical training focused on assigning cause of death, the use of ICD-10/11 coding for maternal mortality (MM) and perinatal mortality (PM), and birth and death record assessment and management. Participants also took part in practical exercises using digital platforms like DORIS and AnaCOD as well as group case studies to appropriately fill out death registration forms and discuss mortality management with respect to participants' institutions.

Enhancing Integrated Mortality Surveillance Workshop (Thursday, February 9 to Friday, February 10, 2023)

On February 9 and 10, 2023, Gallup Pakistan and the Ministry of National Health Services and Coordination held a workshop in Islamabad to discuss potential ways to strengthen mortality surveillance in Pakistan. Participants included doctors from public and private hospitals in Islamabad, development organizations and other key actors involved in health surveillance and management systems in Pakistan. Participants had the chance to learn from insightful presentations on existing health infrastructure which included detailed information on data collection processes. In addition to this, participants also actively engaged in group exercises which involved the identification of problems as well as solutions to problems in current surveillance systems at different levels of implementation ranging from the community level up to the facility and institutional levels.

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.

Gallup Big Data Analysis of Pakistan Statistical Yearbook – Healthcare in Pakistan (2010 – 2020)
<https://gallup.com.pk/wp/wp-content/uploads/2022/12/Health-pr.pdf>

As a developing country, Pakistan has been struggling with developments in the health sector. Even though there has been constant development happening, the country still has a long way to go. Undertaking an analysis of facts and figures available in The Pakistan Statistical Yearbook 2022 published by the Pakistan Bureau of Statistics, we provide an overview of the growth in the health sector over the last decade.

Key Findings:

- (1). The number of health institutions in Pakistan increased by 10% from 2011 to 2020.
- (2). Almost 37% increase in the number of beds was seen in health institutions from 2011 to 2020.
- (3). 61% increase in the number of doctors as compared to 135% increase the number of dentists in the country from 2011 to 2020.
- (4). 69% increase in lady health visitors, 50% increase in the number of nurses and 40% increase in the number of midwives was seen in the previous decade.

Gallup Big Data Analysis of Pakistan Statistical Yearbook – Live Births (2018 – 2020) – Pakistan Demographic Survey 2020

This series aims to present the important learnings from the Pakistan Demographic Survey 2020 for policy makers, the public, as well as for marketers in an easy and understandable way. In particular, this edition looks at number of Live Births from 2018 to 2020. The total number of live births over a period of time can have implications for state of healthcare across the urban-rural divide, and between provinces, and the age stratification can tell us what age group of women are having the greatest successful pregnancies. The series' main aim is to provide data. Implications of these data points for development sector as well as wider socio-political ramifications is something we would like to trigger in relevant circles.

Key Findings:

- (1). Number of live births by age of mother: During 2018-20, women in their late twenties delivered the highest number of live babies, at 31% of the total number of live births.

- (2). Number of live births by place of delivery and age of mother: Nearly 1 in 4 Pakistani children (24%) were born at home between 2018 and 2020. 65% of live births in Balochistan were homebirths (greatest proportion out of all provinces).
- (3). Number of live births by type of attendant at birth and age of mother: Between 2018-20, 60% of children born in Pakistan were delivered by doctors. 16% were delivered by traditional birth attendants (Dai) and 12% by nurses. Out of live births conducted under a doctor's overview, 60% took place in rural areas while 40% were in urban areas.

In addition to all the initiatives, 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 4 decades.

For any queries, please contact:

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

E: mishalle@gallupakistan.com



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Contact Details:
Islamabad : +92 51 2655630
Email: isb@gallup.com.pk
www.gallup.com.pk