

30 YEARS OF HEALTH CARE, LIFESTYLES AND DISEASES

THE PERCEPTIONS OF THE PAKISTANI PUBLIC



January 8, 2010

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HEALTH AND HEALTHCARE

**PART I:
HEALTH AND HEALTHCARE**

Health and disease are part and parcel of life. World Health Organization (WHO) defines health as a state of complete mental, physical and social well being. The common belief is that in a developing country with poor socioeconomic conditions and low literacy rate, people are not health conscious. Interestingly, surveys conducted over the last two decades reveal that consistently the majority of Pakistanis report they are concerned a lot or somewhat (70 %) about their health and the state of healthcare in the country.(1) But this concern does not translate into action. In 2005, only 14% Pakistanis reported having a regular annual medical checkup; 41% said they rarely have it and 44% never had a complete health check up. (2) Around one-third (25%) consider their health to be better than last year. (3)

“To what extent are you concerned about your health?”

| | 2000 | 2001 | 2003 | 2004 | 2005 | 2008 | 2009 |
|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | % | % | % | % | % | | |
| A lot | 36 | 36 | 31 | 36 | 33 | 28 | 30 |
| Some what | 34 | 36 | 34 | 37 | 39 | 42 | 40 |
| A Little | 13 | 18 | 18 | 16 | 12 | 14 | 16 |
| Not at All | 17 | 11 | 17 | 11 | 16 | 15 | 14 |

“How often do you have an annual medical checkup?”

| | 2005 |
|--------------------|-------------|
| | % |
| Regularly | 14 |
| Rarely | 41 |
| Never | 44 |
| No Response | 1 |

“How is your health during this year compared to the previous year?”

| | 2009 |
|-------------------|-------------|
| | % |
| Better | 25 |
| Worse | 30 |
| Same | 44 |
| Don't Know | 1 |

Healthcare Facilities

Pakistan has a multifaceted healthcare system with Government and private facilities functioning simultaneously along with complementary and alternative medicine like Homeopathy, Hikmat, spiritual healers. Majority of Pakistanis (72%) prefer allopathic form of treatment followed by Hikmat (13%), Home treatment (7%) and then homeopathy (6%). (4) Over the twenty years, preference for allopathic treatment has increased substantially from 59% in 1979 to 72% in 2009 at the expense of traditional treatment from Hakeems (traditional physicians). (4, 5)

“Which form of medical treatment do you usually like?”

| | 1979 | 2009 |
|----------------------------|-------------|-------------|
| | % | % |
| Allopathic Doctor | 59 | 72 |
| Hakeem | 27 | 13 |
| Homeopathic | 4 | 6 |
| Household tips | 3 | 7 |
| Spiritual Treatment | 5 | 1 |
| Don't know | 2 | 1 |

As common sense dictates most people say they will approach the nearest doctor for medical help in case of an illness in the household (47 %) but when given a restricted choice between public and private healthcare facilities, it has been consistently private doctor consultation (55%) followed by treatment at a Government hospital or dispensary (44%). (6, 7)

This preference for private facilities stems from the perception that expert doctors are more readily available in Private facilities. This is believed by 84 % Pakistanis (41 % say only Private facilities, 43 % say private and government facilities). Interestingly, a significant percentage (59 %; 16 % Government only, 43 % both) believes that expert doctors are also available at government facilities. (6) Similarly, a significant number (54 %) consider the standard of Government hospitals and dispensaries to be average or above average. Only 37% regard it as below average. (6) Views about the standard of Government hospitals have improved over time. In 1991, more than half of the respondents (63%) considered the performance of Government health facilities to be below average. (8)

Yet overall satisfaction with healthcare facilities in the area of residence remains low. Only one third of the people (33%) expressed satisfaction, while the majority (56 %) expressed despondency and the remaining (12%) did not comment on this. (6) The main problems encountered by people during consultation at a local public clinic or hospital were unavailability of medicine (50%), long waiting hours before consultation (48%), disrespectful behavior of the hospital staff (45%), unhygienic facilities (44%) and frequent absence of doctors (35 %). (9)

“In case of an emergency in the household, from where do you take medical treatment?”

| | 2009 |
|----------------------------|-------------|
| | % |
| Government Hospital | 20 |
| Nearest Doctor | 47 |
| Private Clinic | 28 |
| Dispensary | 5 |

“In case of an emergency in the household, where do you take medical treatment from?”

| | 2004 | 2005 |
|----------------------------|-------------|-------------|
| | % | % |
| Government Hospital | 41 | 44 |
| Private Clinic | 59 | 55 |

“Do you think expert doctors are available only in Government Hospitals or only in Private hospitals or in both?”

| | 2009 |
|----------------------------|-------------|
| | % |
| Government Hospital | 16 |
| Private Hospital | 41 |
| Both | 43 |

“What in your view is the standard of Government Hospitals?”

| | 1991 | 2009 |
|-------------------|-------------|-------------|
| | % | % |
| Good | 10 | 21 |
| Average | 21 | 33 |
| Bad | 63 | 37 |
| Don't Know | 6 | 9 |

“Are you satisfied with the healthcare facilities provided in your area?”

| 2009 | |
|---------------------|----------|
| | % |
| Satisfied | 33 |
| Dissatisfied | 56 |
| No Response | 12 |

“Problems encountered at a Public Health Facility during the last 1 year”

| 2006 | |
|--|----------|
| | % |
| Unavailability of Medicine | 50 |
| Long waiting hours | 48 |
| Disrespectful behaviors of Hospital Staff | 45 |
| Unhygienic Facilities | 44 |
| Frequent absence of Doctors | 35 |

Trust in Doctors:

Despite the low satisfaction with Healthcare facilities, Doctors as persons enjoy a lot of trust of the public. In 2008, 86% of people say that they have a lot or somewhat trust in Doctors as persons. (12)

Hospitalization

Hospitalization is a traumatic time for families and individuals. It would appear that the suffering is exacerbated by a cumbersome hospitalization procedure at both private and public facilities. Almost half (46 %) respondents had a lot or some trouble during hospital admission process and 24% needed a reference to get admission. (10) A large number (39%) of Pakistanis are of the view that there is a lot of corruption in hospitals.(11) Nevertheless Doctors as individuals enjoy the trust of the general population where 86% of the people claimed having a lot to somewhat trust in doctors.(12)

The choice of doctor is dependent on gender. Overall 37% preferred their doctor to be male, 24% preferred female doctor whereas for the rest of the 38% gender made no difference. Male respondents had a preference for male doctors (56%) and female respondents preferred female doctors (57%). (13)

“If you get sick, would you prefer your doctor to be male or female, or it makes no difference?”

| 2005 | |
|----------------------|----------|
| | % |
| Male | 37 |
| Female | 24 |
| No Difference | 38 |

Blood and Organ Donation

About two third of Pakistanis claim having had a blood test (67%) and knew their blood group (61%). (14) A quarter (25%) has donated blood, predominantly to relatives (93 %). (14, 15) There is high level of awareness about organ donation, as 77% claimed that they had heard of people donating eyes in their lifetime. While 67% considered it to be the right thing to do, 51% said that they would like to donate their eyes in their life if they found a person in need of them. (15)

Blood Donation

2007

| | Yes | No |
|-------------------------|------------|-----------|
| | % | % |
| Had a Blood Test | 67 | 33 |
| Know Blood Group | 61 | 39 |
| Donated Blood | 25 | 75 |

“If you have donated blood, whom did you donate it to?”

2004

| | % |
|---------------------|----------|
| Relatives | 93 |
| Organization | 7 |

Organ Donation

2004

| | Yes | No | Don't Know |
|---------------------------------------|------------|-----------|-------------------|
| | % | % | % |
| Heard about Organ Donation | 77 | 22 | 1 |
| It is the right thing to do | 67 | 31 | 2 |
| Would donate eyes to the needy | 51 | 48 | 1 |

HEALTH AND HEALTH CARE CONCERN ABOUT HEALTH

Question: To what extent are you concerned about your health?

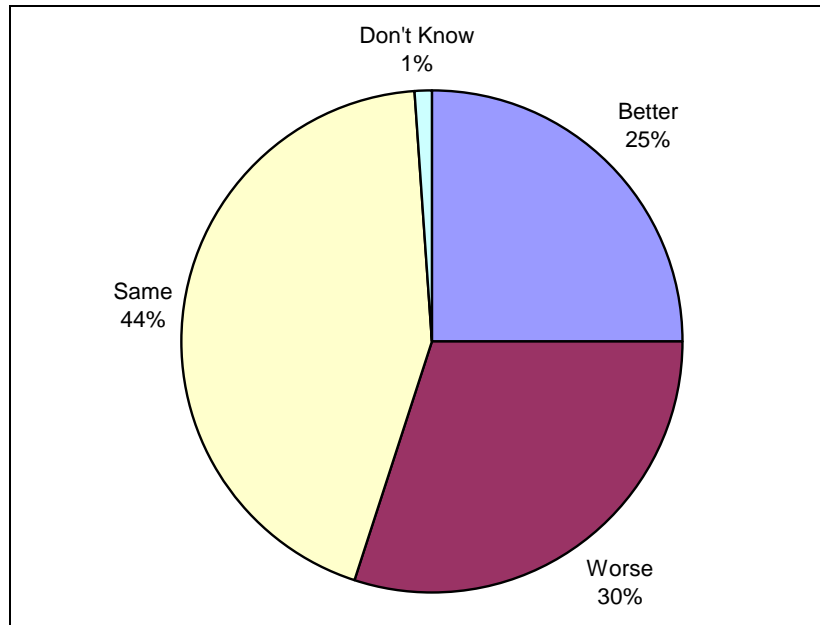
| | % Respondent |
|------------|---------------------|
| A lot | 30 |
| Somewhat | 40 |
| A little | 10 |
| Not at all | 14 |

Source: Gallup Survey, 2009.

HEALTH AND HEALTH CARE

PERCEPTIONS ABOUT PERSONAL HEALTH

Question: How is your health during this year compared to the previous year?



Source: Gallup Survey, 2009.

HEALTH AND HEALTH CARE

CHOICE OF TREATMENT MODALITIES

Question: Which form of Medical treatment do you usually like?

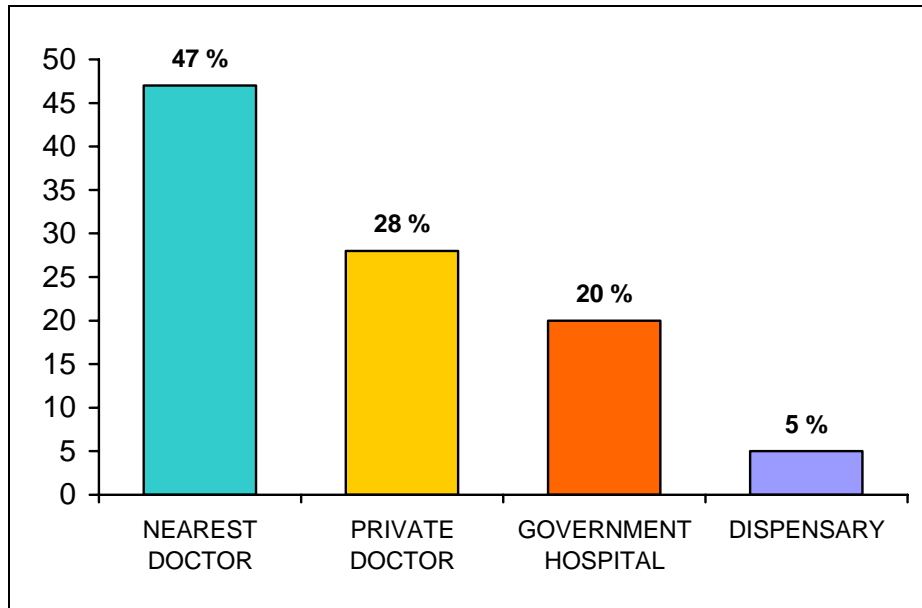
| TRYPE OF TREATMENT | 1979 | 2009 |
|---------------------|------|------|
| | % | % |
| ALOPATHIC MEDICINE | 59 | 72 |
| HAKEEM / HIKMAT | 27 | 13 |
| HOMEOPATHC | 4 | 6 |
| HOME REMEDIES | 3 | 7 |
| SPIRITUAL TREATMENT | 5 | 1 |
| DON'T KNOW | 2 | 1 |

Source: Gallup Survey, 1979 and 2009.

HEALTH AND HEALTH CARE

PREFERENCE FOR HEALTH CARE FACILITY

Question: If God forbid, some one falls ill in the household, from where do you seek medical treatment?

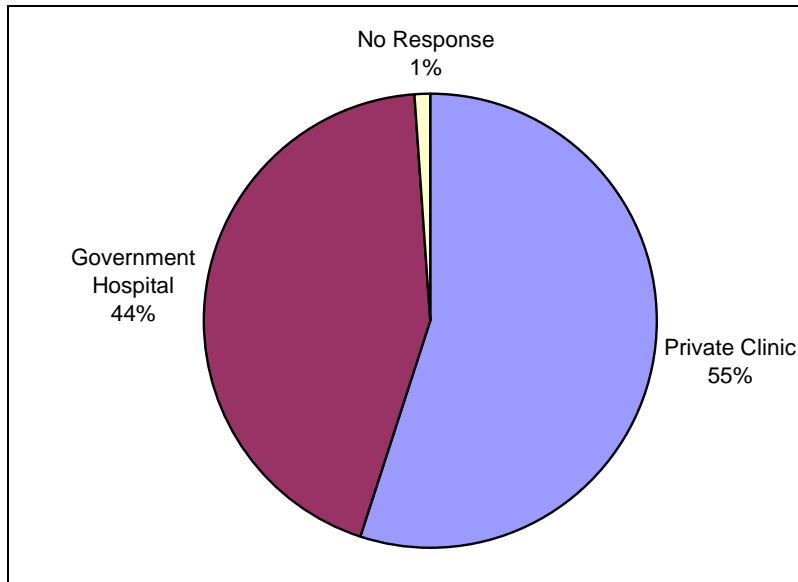


Source: Gallup Survey, 2009.

HEALTH AND HEALTH CARE

PERCEPTIONS ABOUT PRIVATE VERSUS GOVERNMENT HEALTH FACILITIES

Question: In case of an illness in the household, would you prefer **Private or Government Health care facility** for seeking help?

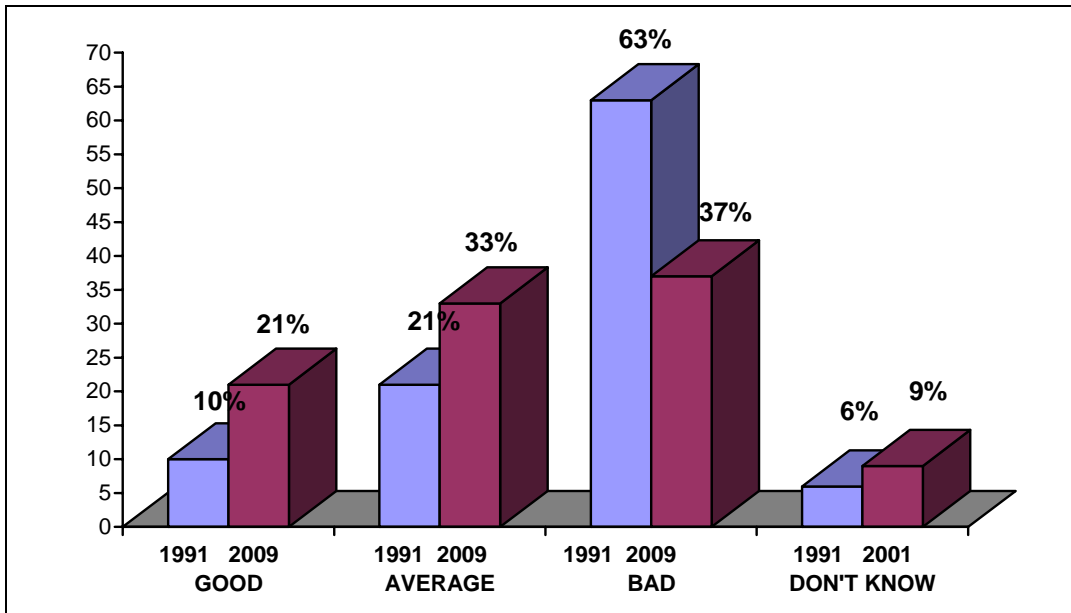


Source: Gallup Survey, 2005.

HEALTH AND HEALTH CARE

VIEWS ABOUT GOVERNMENT HOSPITALS

Question: What is your opinion regarding the **standard** of Government Hospitals?



Source: Gallup Survey, 1991, and 2009.

HEALTH AND HEALTH CARE

PROBLEMS OF PUBLIC HOSPITALS OR HEALTH CARE FACILITIES

Question: What problem did you encounter at a Public Health care facility during the last 1 year?

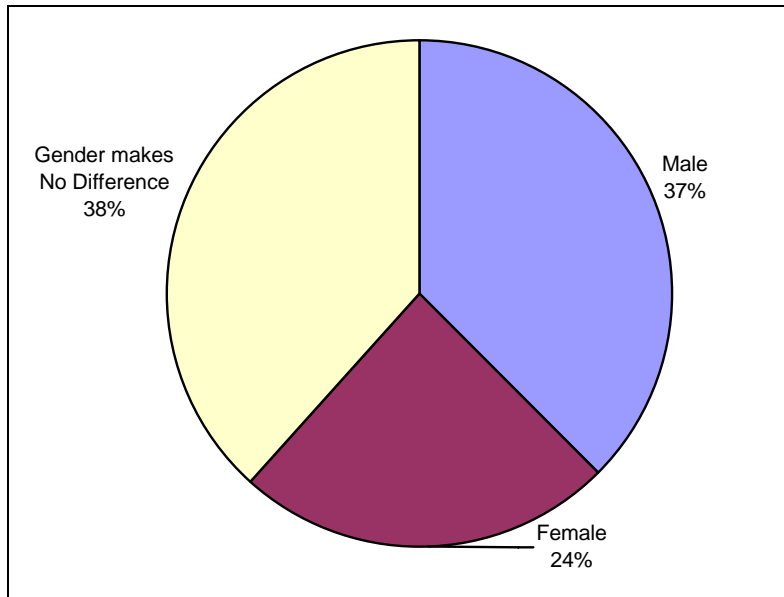
| | % Respondent |
|--|---------------------|
| Unavailability of Medicines | 50% |
| Long waiting Hours | 48% |
| Disrespectful behavior of Hospital staff | 45% |
| Unhygienic Facilities | 44% |
| Frequent absence of Doctor | 35% |

Source: Gallup Survey, 2006.

HEALTH AND HEALTH CARE

CHOICE OF DOCTOR: DOES GENDER MATTER?

Question: If you get sick, would you prefer your Doctor to be male or female or does it make no difference?

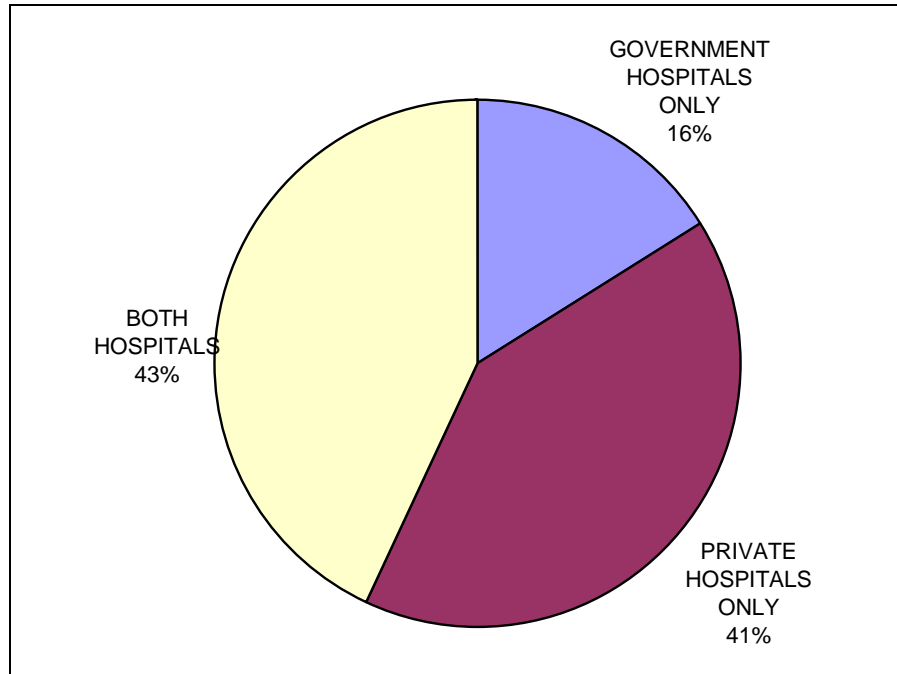


Source: Gallup Survey, 2005.

HEALTH AND HEALTH CARE

VIEWS ABOUT AVAILABILITY OF EXPERT DOCTORS

Question: Do you think that expert doctors are available only in Government Hospitals or only in Private hospitals or both?

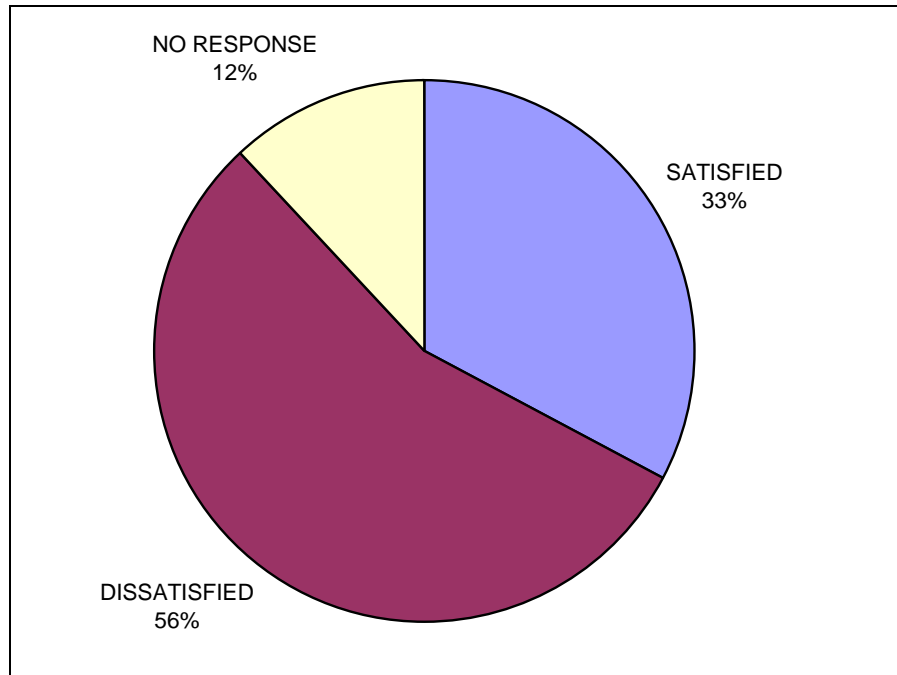


Source: Gallup Survey, 2009.

HEALTH AND HEALTH CARE

SATISFACTION WITH HEALTH CARE FACILITIES

Question: Are you satisfied with the health care facilities available in your area?



Source: Gallup Survey, 2009.

TRUST IN DOCTORS

Question: How much trust do you have in Doctors as persons?

| Year | A lot and Somewhat Trust % Respondents |
|------|---|
| 2000 | 75% |
| 2001 | 80% |
| 2003 | 83% |
| 2004 | 89% |
| 2006 | 86% |
| 2008 | 86% |

Source: Gallup Survey, 2000-2008.

HEALTH AND HEALTH CARE

VIEWS ABOUT HOSPITALIZATION

Question: Did anyone of your household need Hospitalization during last 1 year?

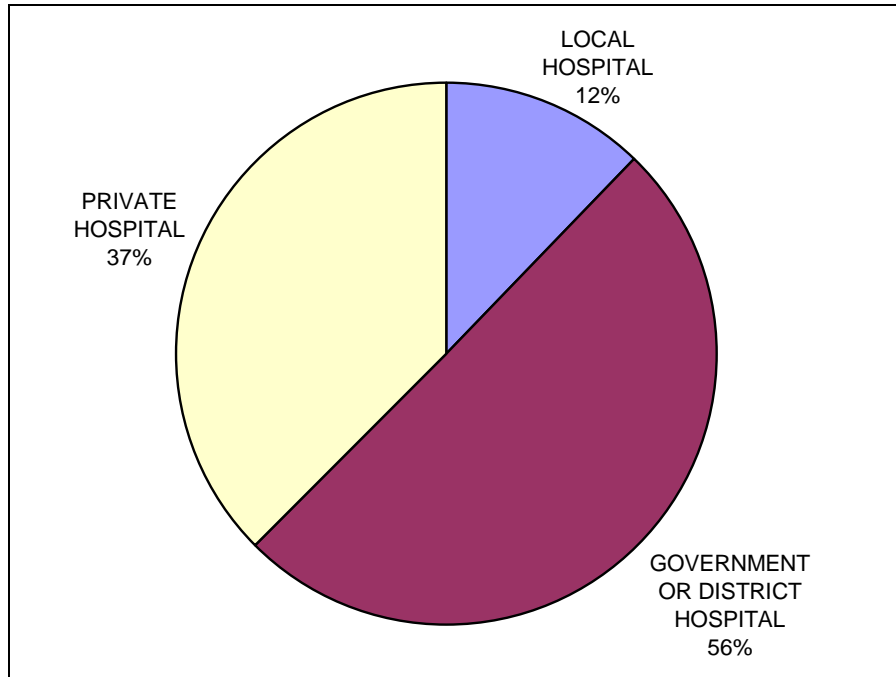
| | % Respondents |
|-----|----------------------|
| Yes | 16% |
| No | 84% |

Source: Gallup Survey, 2001.

HEALTH AND HEALTH CARE

VIEWS ABOUT HOSPITALIZATION

Question: If anyone needed hospitalization, where was he/she admitted?



Source: Gallup Survey, 2001.

HEALTH AND HEALTH CARE
VIEWS ABOUT HOSPITALIZATION

Question: During Hospitalization, did you face any trouble / difficulty?

| TROUBLE | % Respondents |
|----------------|----------------------|
| A Lot | 23 |
| Some what | 23 |
| Not at all | 51 |
| No Response | 3 |

Source: Gallup Survey, 2001.

HEALTH AND HEALTH CARE
VIEWS ABOUT HOSPITALIZATION

Question: Did you need any Reference to facilitate Hospitalization procedure?

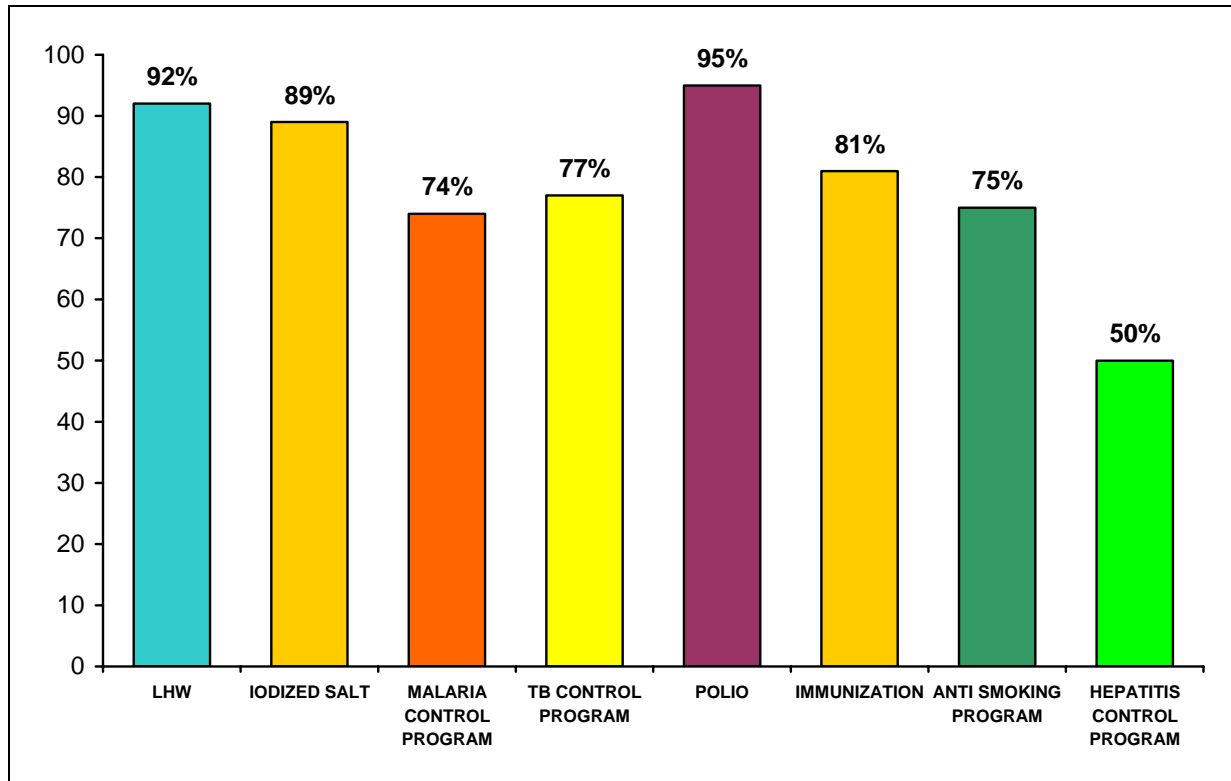
| | % |
|-----|-----|
| Yes | 24% |
| No | 76% |

Source: Gallup Survey, 2001.

HEALTH AND HEALTH CARE

HEALTH AWARENESS

Question: Have you heard/read about following programs related to health?



Source: Gallup Survey, 2008.

HEALTH AND HEALTH CARE
EVER HAD A BLOOD TEST?

Question: Have you ever had a Blood test?

| | % |
|-----|-----|
| Yes | 67% |
| No | 33% |

Source: Gallup Survey, 2007.

HEALTH AND HEALTH CARE
AWARENESS OF BLOOD GROUP

Question: Do you know your Blood group?

| | % Respondents |
|-----|----------------------|
| Yes | 61% |
| No | 39% |

Source: Gallup Survey, 2007.

HEALTH AND HEALTH CARE

BLOOD DONATION

Question: Have you ever donated Blood?

| | % Respondents |
|-----|----------------------|
| Yes | 25% |
| No | 75% |

Source: Gallup Survey, 2004.

HEALTH AND HEALTH CARE

BLOOD DONATION

Question: Where did you donate your blood?

| | % Respondents * |
|--|------------------------|
| Relatives | 93% |
| Blood collection Institution / Blood Bank | 7% |

Source: Gallup Survey, 2004.

* Of those who had ever donated Blood.

HEALTH AND HEALTH CARE

ORGAN DOATION

Question: Have you heard that some people donate their eyes during their life?

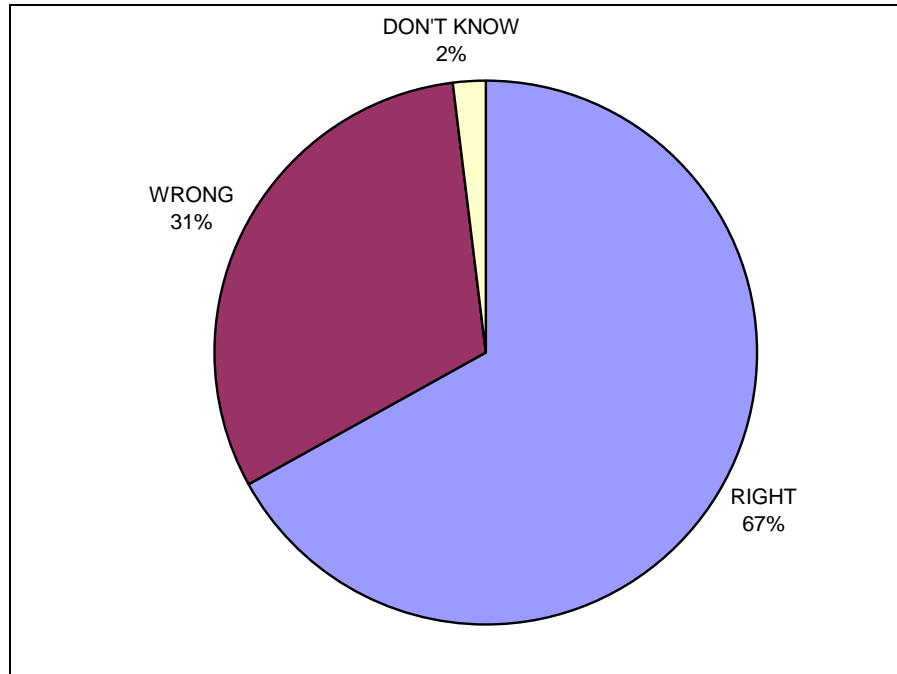
| | % Respondents |
|-------------|----------------------|
| Yes | 77% |
| No | 22% |
| No Response | 1% |

Source: Gallup Survey, 2004.

HEALTH AND HEALTH CARE

ORGAN DONATION

Question: Do you think is it Right or Wrong to donate one's eyes during his / her life time?

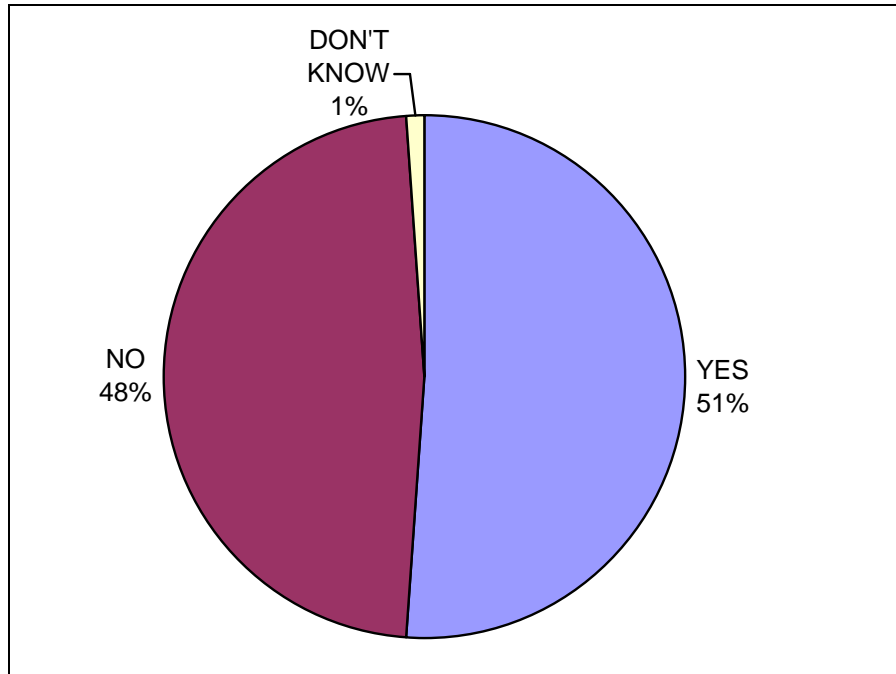


Source: Gallup Survey, 2004.

HEALTH AND HEALTH CARE

ORGAN DONATION

Question: If ever you get a chance, would you like to donate your eyes to a needy person?



Source: Gallup Survey, 2004.

PART II:

HEALTH AND DISEASE

Man has been trying to conquer diseases since ancient times. To this day the quest continues with old diseases being eradicated and new diseases emerging and re-emerging. This account gives occurrence of some diseases in our country and perceptions of common Pakistani about them.

PART II:

HEALTH AND DISEASE

A. COMMUNICABLE DISEASES

A. COMMUNICABLE DISEASES

First let us see the common infectious diseases like flu, diarrhea and malaria.

Common Diseases

Flu

About two third (72%) of households had at least one family member who suffered from flu during the preceding month when our survey was carried out in 2008.(16) As each person is unique, people respond differently to this common ailment. Majority (32%) use some medicines on their own, 23% go to a doctor, 18% take herbal medicine, 10% treat flu with resting for a while, 7% take hot drinks like soup etc, and 9% do nothing about it. (17) Doctors might enlist a variety of micro organisms that cause flu but for a common man it is a result of a throat infection (20%), cold weather (37%), some infection in the body (18%) exposure to cold air (18%) or some stomach upset (3%). (17)

Diarrhea

Diarrhea is another common ailment. Because of the poor hygienic conditions it is one of the biggest killers of children in the developing world. About 24% of the households had some one suffering from diarrhea in 2009. (18)

A large number (54%) say that they contacted a trained physician for this episode, 10% took some medicine on their own, 15% avoided eating for some time and 16% used Ispaghola husk to improve bowel movements. (18)

The major reason for diarrhea in view of the people is hot weather (40%), use of unsafe water (30%) and germs (19 %). Few (10 %) believe contaminated diet to be the main culprit and 8% believe that drinking water over watermelon causes diarrhea. (18) People believe that diarrhea is preventable as 38% say that it can be prevented by having a clean and hygienic diet, 31% believe by boiling water, 20% advocate that living in a clean environment can prevent diarrhea attacks and 9% stress on the use of clean food utensils to avoid this disease. (19)

To have an idea of attitudes regarding different types of food contamination, 64% say that they would never eat a stale food item, 69% would never like to eat food contaminated by flies, 75% would not eat food with dirt or dust on it and 68% would not eat food which has been handled with dirty hands. (19)

Malaria

A survey done in the month of August in 2000 showed that in 17% of the households around the country, at least one of the family members had malaria in the last 15 days with an

average of 1.6 people per household. (20) Most of the people (85%) know of some measure to protect themselves from mosquitoes. (21) Most (66%) know of coil and 63% know about mats whereas only 33% know of cream/lotion/oil used topically to keep the insects away. (21) The most common method used against mosquitoes is burning medicated coils (56%) followed by mat (46%) and creams (10%). (21) The greatest benefit of such things in view of the people is that they keep insects away (48%), enable them to sleep (39%) and protects against malaria (30%). (22) For people sleeping well (43%) is more important benefit than protection against malaria and other diseases (41%). (23)

Tuberculosis:

Our survey shows that 90% of our respondents claim to have heard of Tuberculosis. The most common symptom identified by the respondents was Cough (59%), Hemoptysis (51%), Fever (40%) and Weight Loss (28%). The diagnostic modalities identified by the participants are Clinical Examination (61%), Lab analysis of Sputum (45%), Chest X-ray (33%) and Blood Test (28%). 93% people think this disease is treatable. The treatment modalities identified by the respondents are Allopathic Medicines (90%), Hakim Treatment (8%), Homeopathy (8%) and Spiritual Healing (1%).

In case of improvement in symptoms within 1-2 months of taking Anti Tuberculosis Treatment, 91% think that the course should be completed according to Doctor's prescription whereas, 4% think the Drugs can be discontinued and 6% didn't give any answer.

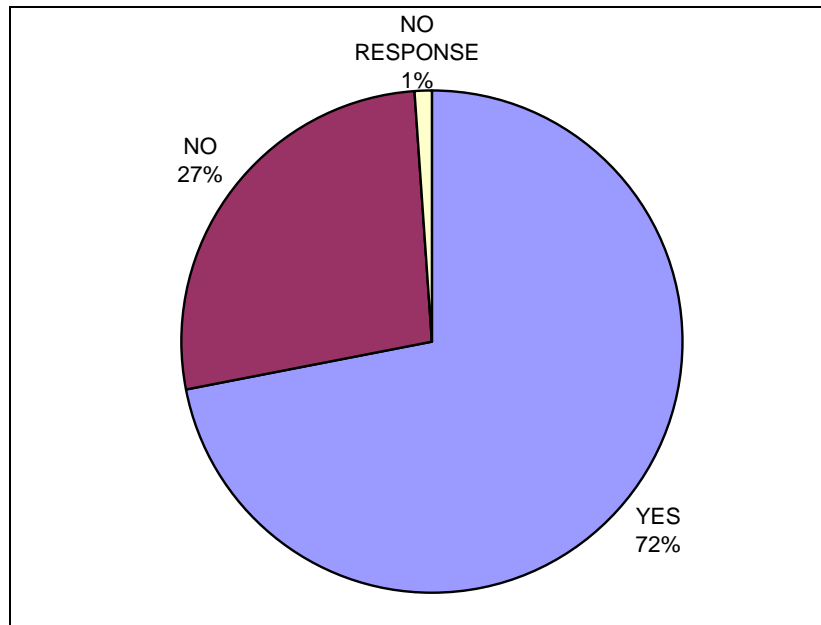
Only 73% consider TB to be a communicable disease. The commonest mode of transmission identified is through saliva/sputum (66%).

A large number of people think that having TB once in life can affect a person's later life in terms of education (39%), employment (38%), marital life (40%), parenthood (37%) and social life (39%). (24)

HEALTH AND DISEASE

FLU: FLU IN THE HOUSEHOLD

Question: Did anyone of your household suffer from Flu during the last month?



Source: Gallup Survey, 2008.

HEALTH AND DISEASE

FLU: HOW DO YOU TREAT IT?

Question: What do you do when you have flu?

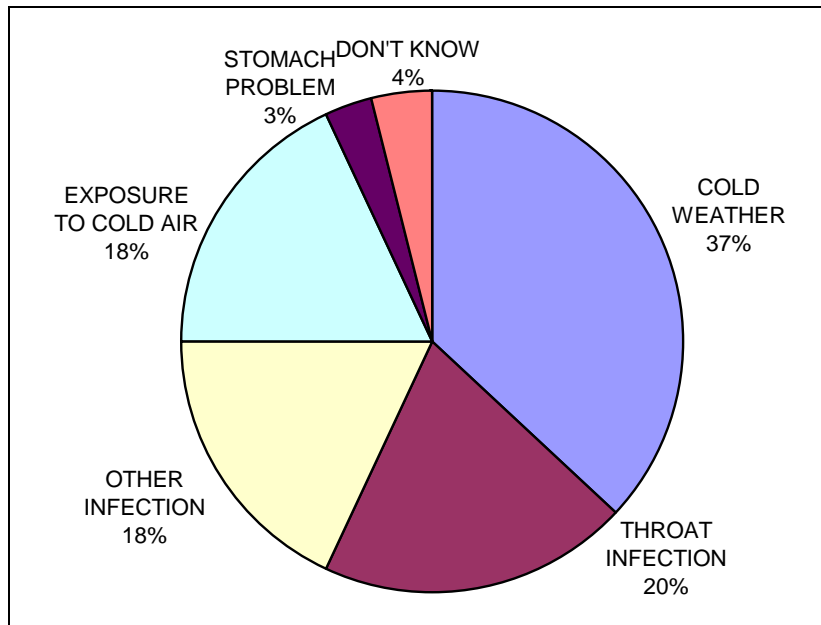
| Treatment of Flu | % Respondent |
|----------------------------------|--------------|
| Self Medication | 32% |
| Consult a Doctor | 23% |
| Take Herbal Medicines (Joshanda) | 18% |
| Take Rest | 10% |
| Take Hot Drinks e-g Soup | 7% |
| Do Nothing | 9% |

Source: Gallup Survey, 2008.

HEALTH AND DISEASE

FLU: WHAT ARE THE CAUSES?

Question: In your view, what are the reasons / causes for flu?

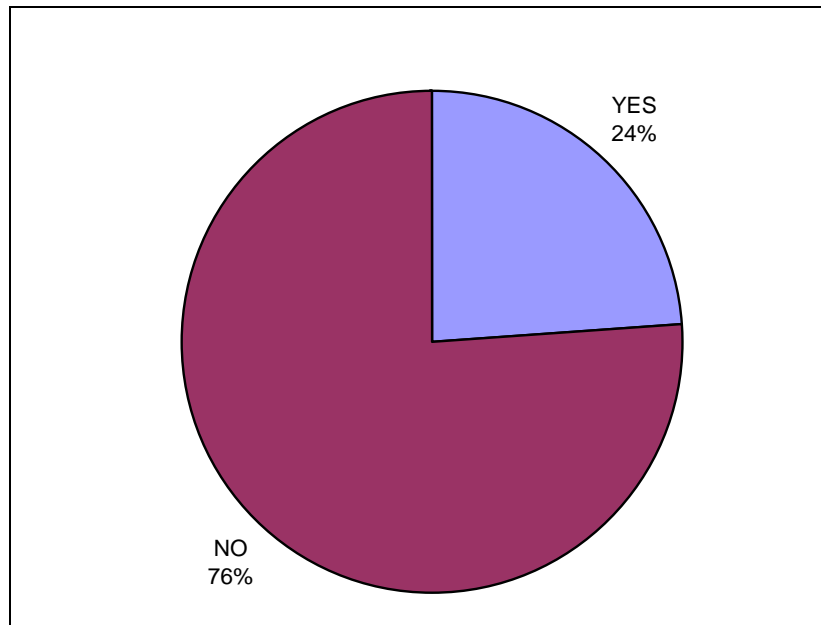


Source: Gallup Survey, 2008.

HEALTH AND DISEASE

DIARRHEA: DIARRHEA IN THE HOUSEHOLD

Question: Did any one of your household have diarrhea during the last month?

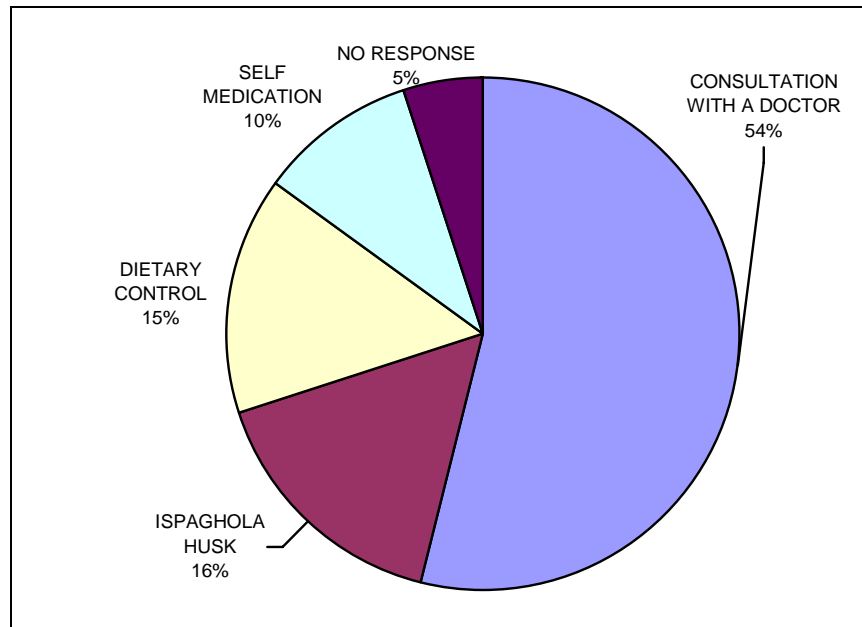


Source: Gallup Survey, 2009.

HEALTH AND DISEASE

DIARRHEA: HOW DO YOU TREAT IT?

Question: How did you treat diarrhea?



Source: Gallup Survey, 2009.

HEALTH AND DISEASE

DIARRHEA: WHAT ARE THE CAUSES?

Question: In your opinion, what is the cause of Diarrhea?

CORRECT PERCEPTIONS

| | |
|-------------------|------------|
| Unsafe water | 30% |
| Contaminated food | 10% |
| Germs | 19% |
| Total | 59% |

WRONG PERCEPTIONS

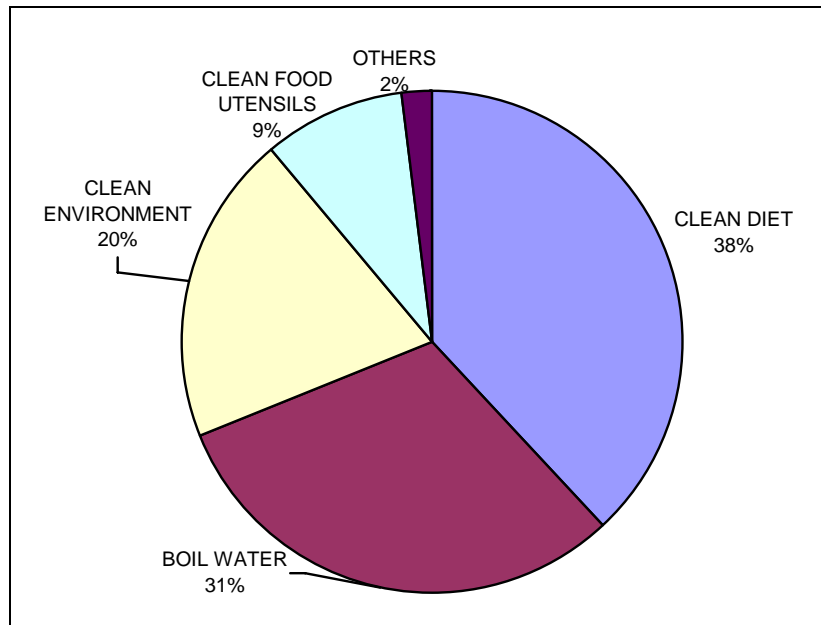
| | |
|--------------------------------|------------|
| Hot Weather | 40% |
| Drinking water over watermelon | 8% |
| No Response | 1% |
| Total | 48% |

Source: Gallup Survey, 2009.

HEALTH AND DISEASE

DIARRHEA: HOW TO PREVENT IT?

Question: In your opinion, how can diarrhea be prevented?



Source: Gallup Survey, 2001.

HEALTH AND DISEASE

DIARRHEA: PERCEPTIONS ABOUT CONTAMINATED FOOD?

Question: What kind of food, would you never like to have and which can be taken sometimes? Kindly give answer separately for each of the following?

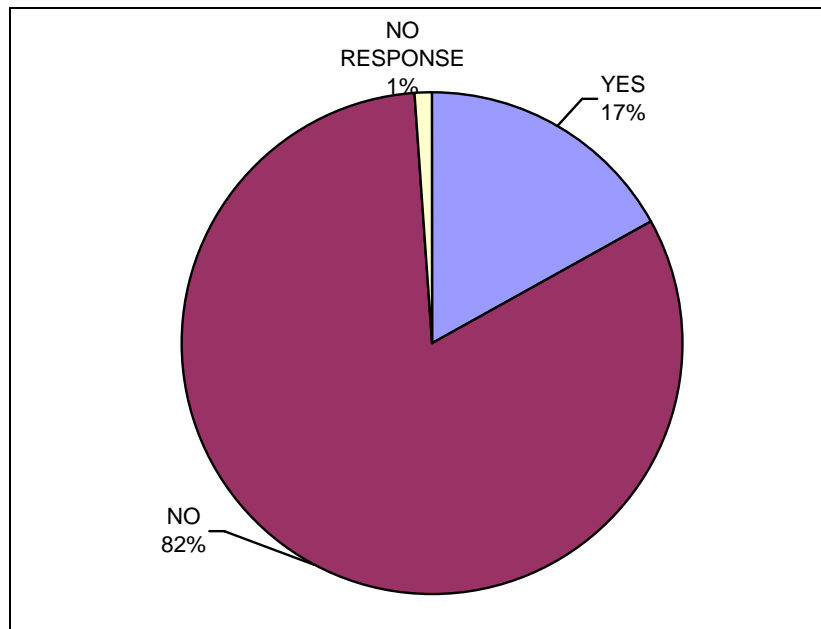
| | Never | Sometimes | No Response |
|------------------------------|-------|-----------|-------------|
| Stale food | 64 | 32 | 4 |
| Food contaminated by Flies | 69 | 21 | 10 |
| Food handled by Dirty Hands | 68 | 20 | 12 |
| Food with Dirt or Dust on it | 75 | 14 | 11 |

Source: Gallup Survey, 2001.

HEALTH AND DISEASE

MALARIA: MALARIA IN THE HOUSEHOLD

Question: Did anyone of your household have Malaria in the last 2 weeks? If yes then how many persons?



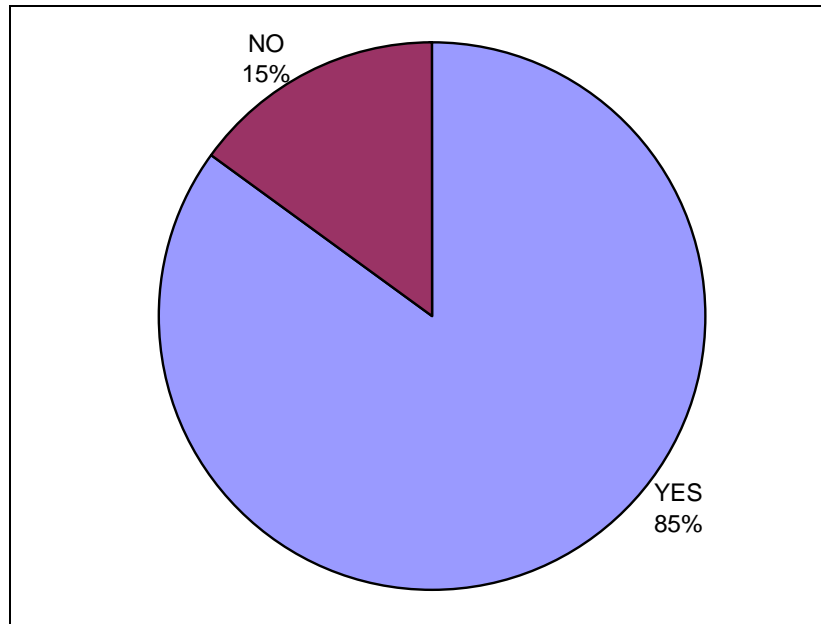
Average
Number
= 1.6 members

Source: Gallup Survey, August 2000.

HEALTH AND DISEASE

MALARIA: KNOWLEDGE OF MEASURES TO KEEP MOSQUITOES AWAY

Question: Are you aware of things that don't kill flies / mosquitoes but keep them away?

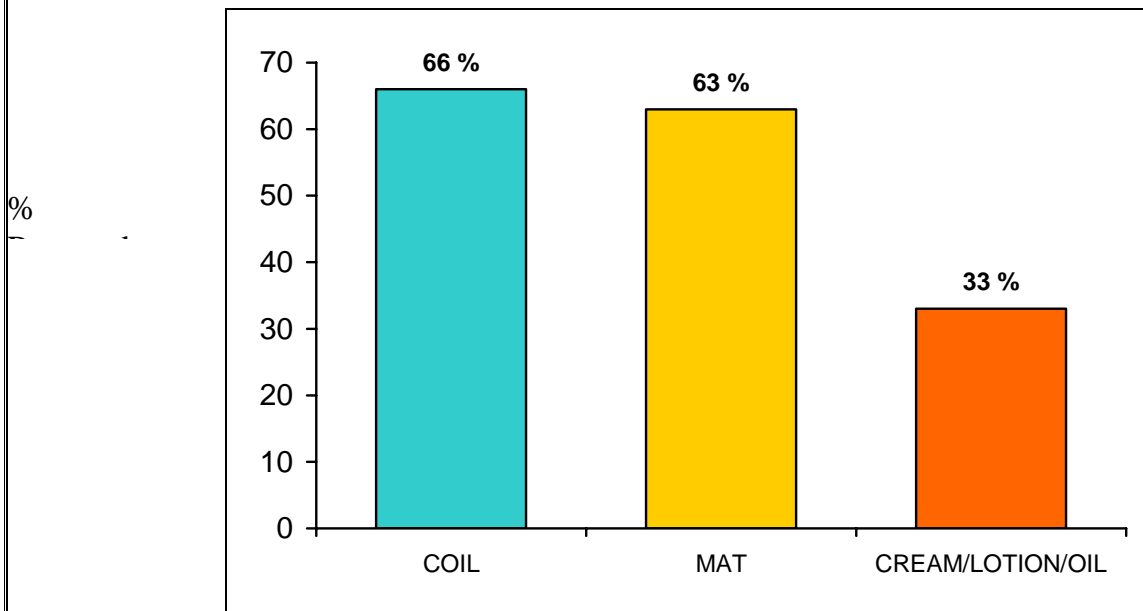


Source: Gallup Survey, 2000.

HEALTH AND DISEASE

MALARIA: KNOWLEDGE OF MEASURES TO KEEP MOSQUITOES AWAY

Question: What things/measures do you know of to keep mosquitoes away?

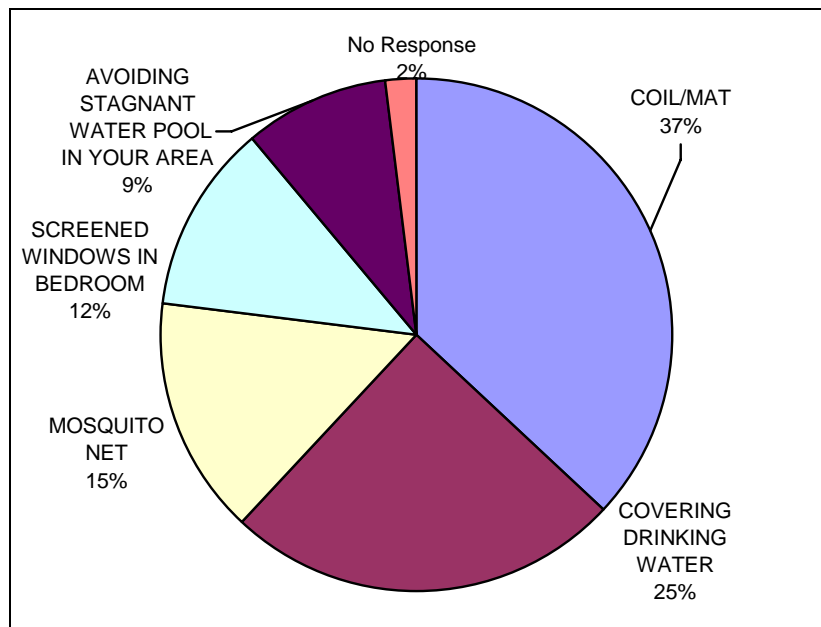


Source: Gallup Survey, 2000.

HEALTH AND DISEASE

MALARIA: PRACTICE OF MEASURES TO PROTECT AGAINST MOSQUITOES

Question: What measure do you take in your household to protect yourself against mosquitoes?

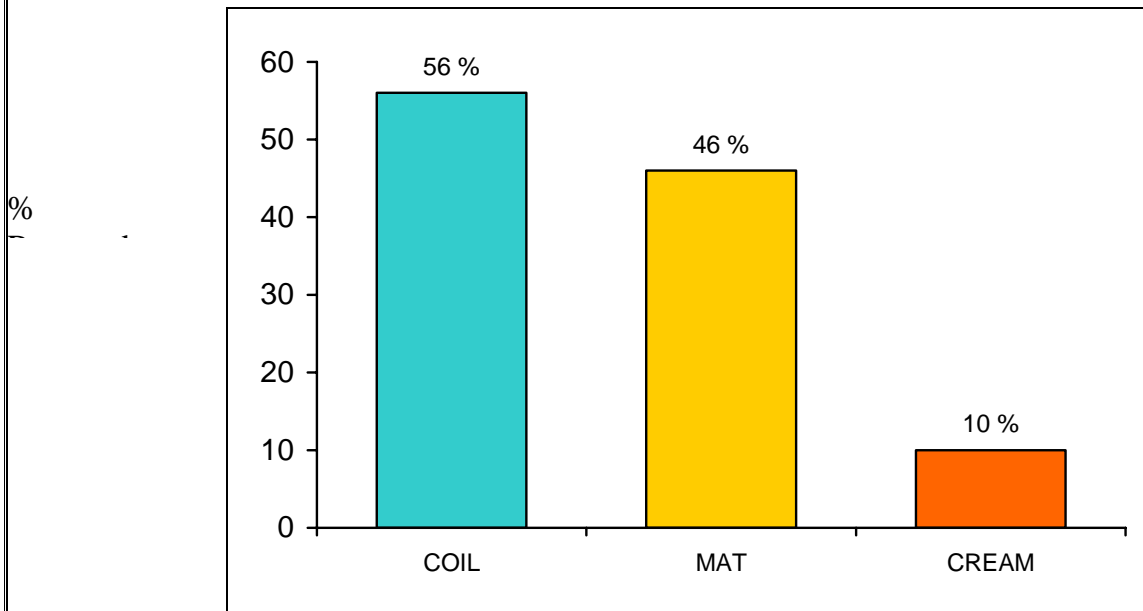


Source: Gallup Survey, 2008.

HEALTH AND DISEASE

MALARIA: WHAT DO YOU DO TO KEEP MOSQUITOES AWAY?

Question: Which measures / things have you used in your household to keep mosquitoes away in the last 3 years?

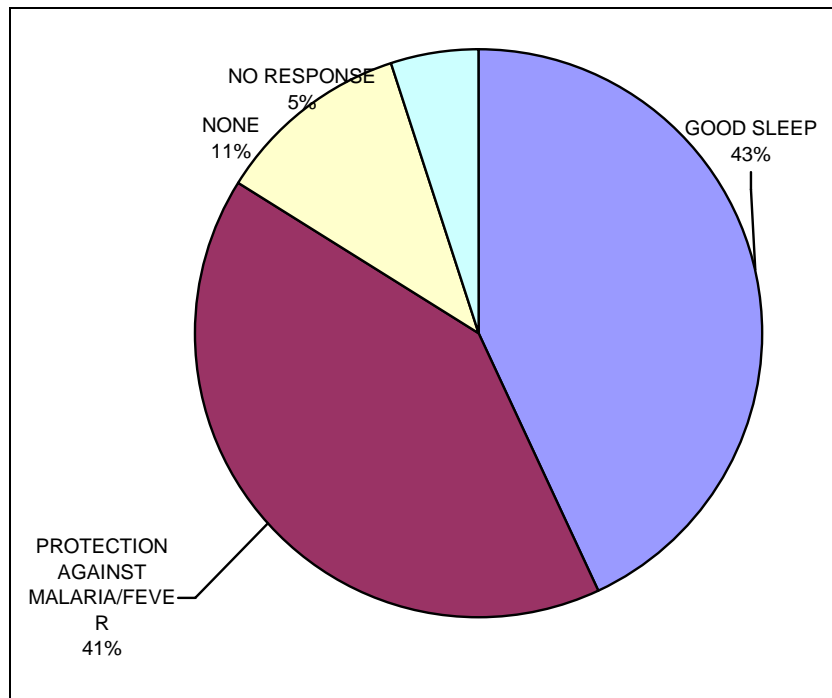


Source: Gallup Survey, 2000

HEALTH AND DISEASE

MALARIA: BENEFIT OF KEEPING MOSQUITOES AWAY?

Question: In your opinion, which of the benefit of using measures to repel mosquitoes is more important for you?

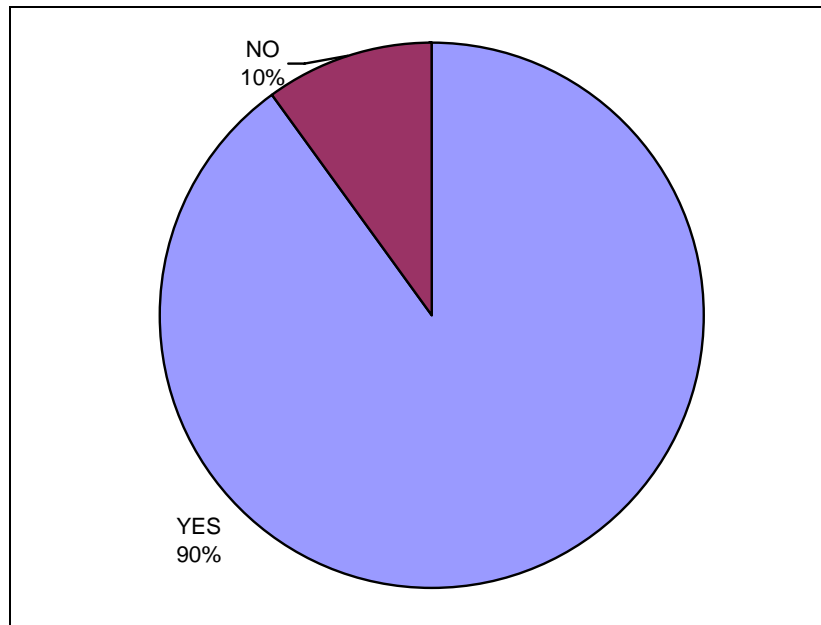


Source: Gallup Survey, 2000.

HEALTH AND DISEASE

TUBERCULOSIS: HEARD OF IT OR NOT?

Question: Have you ever heard of a disease called Tuberculosis/TB?

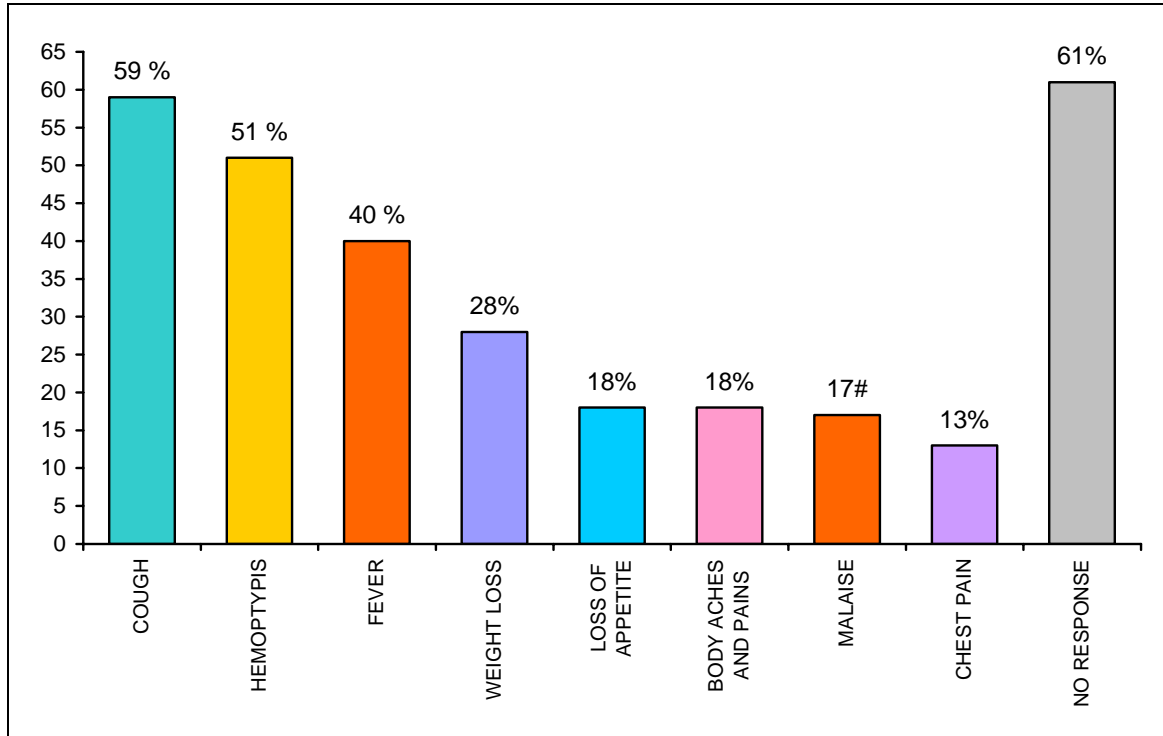


Source: Gallup Survey, 2009.

HEALTH AND DISEASE

TUBERCULOSIS: SYMPTOMS OF DISEASE

Question: In your opinion what are the symptoms of Tuberculosis?

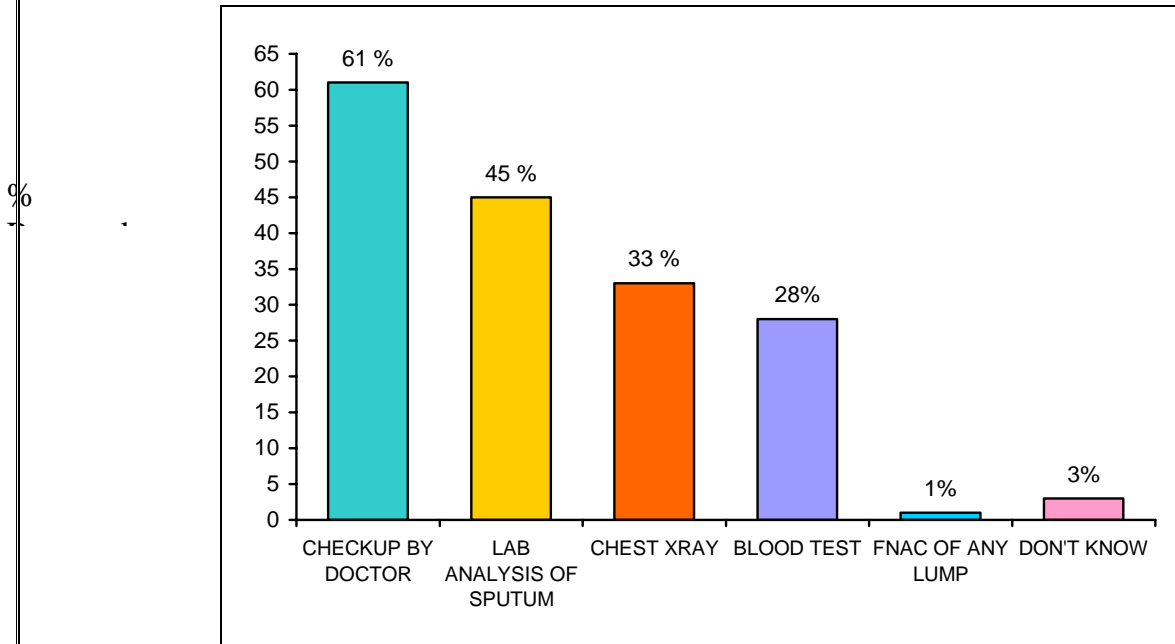


Source: Gallup Survey, 2009.

HEALTH AND DISEASE

TUBERCULOSIS: DIAGNOSIS OF DISEASE

Question: In your opinion, how is TB diagnosed?

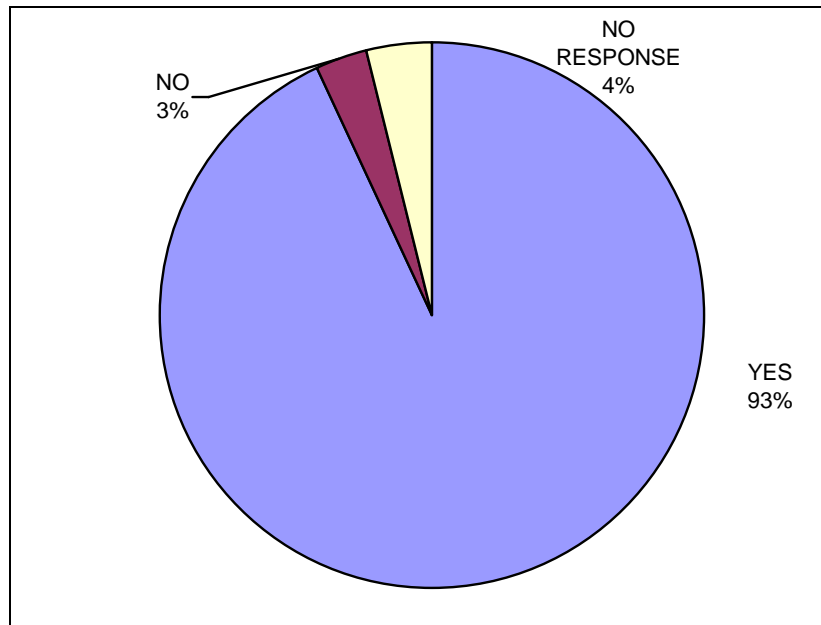


Source: Gallup Survey, 2009.

HEALTH AND DISEASE

TUBERCULOSIS: IS IT TREATABLE?

Question: Do you think there is any treatment for Tuberculosis?

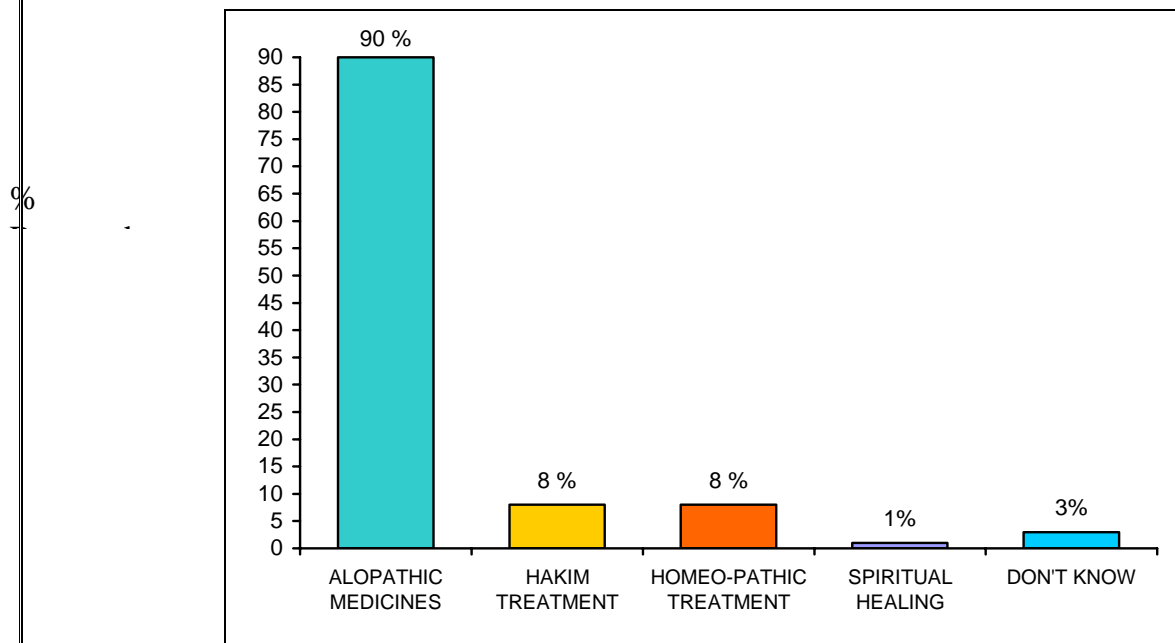


Source: Gallup Survey, 2009.

HEALTH AND DISEASE

TUBERCULOSIS: HOW IS IT TREATED?

Question: If you think that TB is treatable, do you know of any treatment modality for TB?

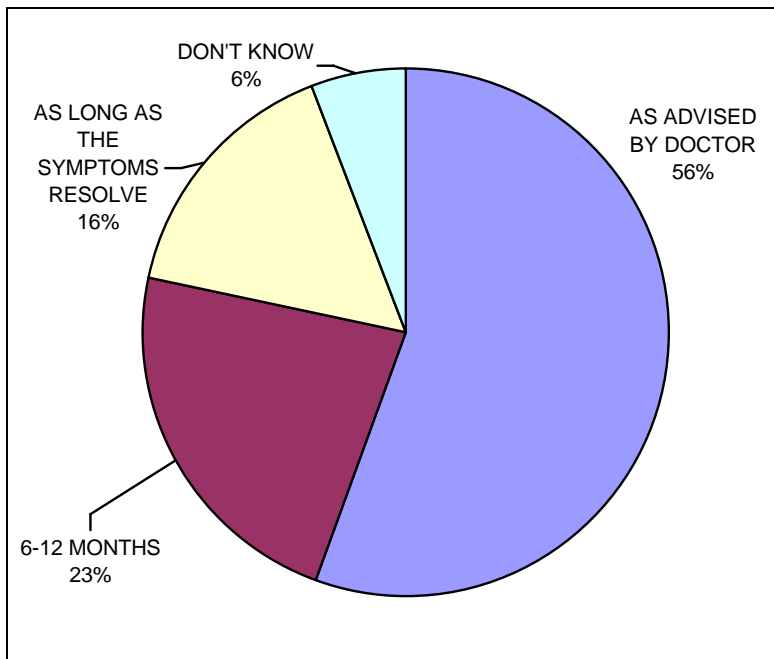


Source: Gallup Survey, 2009.

HEALTH AND DISEASE

TUBERCULOSIS: HOW LONG SHOULD IT BE TREATED?

Question: How long should the allopathic medicines used for treating TB be used?

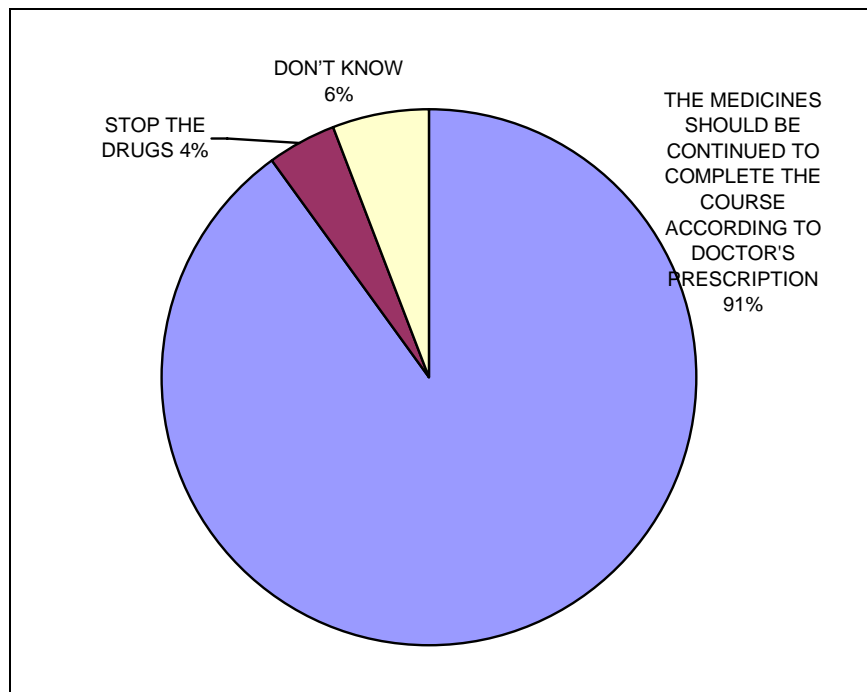


Source: Gallup Survey, 2009.

HEALTH AND DISEASE

TUBERCULOSIS: WHEN TO STOP DRUGS?

Question: If within 1-2 months of taking medicines for treatment of TB, patient's fever/cough is resolved and he /she feels improvement in overall condition then should the medicines be continued according to Doctor's prescription or can the medicines be stopped?

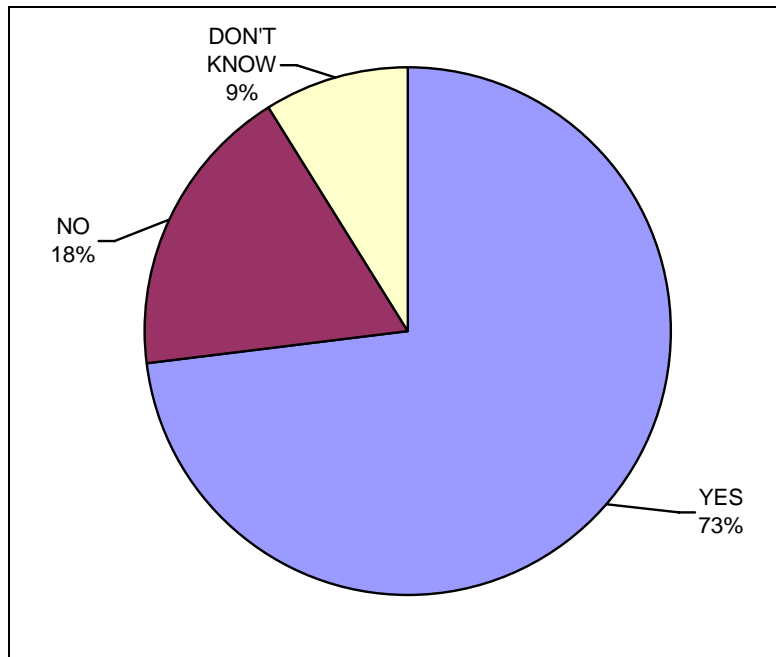


Source: Gallup Survey, 2009.

HEALTH AND DISEASE

TUBERCULOSIS: IS IT TRANSMISSIBLE?

Question: Can TB be transmitted from one person to the other?



Source: Gallup Survey, 2009.

HEALTH AND DISEASE

TUBERCULOSIS: HOW IS IT TRANSMITTED?

Question: In your opinion how can TB be transmitted from one person to the other?

| MODE OF TRANSMISSION | % Respondent |
|---|---------------------|
| Through Breath / Droplet infection | 42% |
| Through Saliva | 66% |
| Through Blood | 35% |
| Sharing Food utensils | 37% |
| Sharing clothes / everyday use items / casual contact | 9% |
| From mother to child | 9% |
| Don't know | 1% |

Source: Gallup Survey, 2009.

HEALTH AND DISEASE

TUBERCULOSIS: DOES IT AFFECT YOUR LIFE?

Question: If a person gets TB, will it affect the following aspects of his life in the future?

| ACTIVITIES OF LIFE | YES | NO | NO RESPONSE |
|--------------------|-----|-----|-------------|
| EDUCATION | 31% | 59% | 2% |
| EMPLOYMENT | 38% | 60% | 2% |
| MARITAL LIFE | 40% | 58% | 2% |
| PARENTHOOD | 37% | 61% | 2% |
| SOCIAL LIFE | 39% | 59% | 2% |

Source: Gallup Survey, 2009.

HEALTH AND DISEASE

HEPATITIS: HOW TO CONTROL IT?

Question: In your view opinion, how important are following measures to control Hepatitis?

| | Very Important % |
|---|-----------------------------|
| Use of New Syringes each time for injection / Disposable Syringes | 92% |
| New Needles for Body piercing | 82% |
| New Blade for shaving | 83% |
| Using screened Blood | 80% |
| Use of Sterilized instruments for Dental Procedures | 79% |
| Avoiding Tattooing | 75% |

Source: Gallup Survey, 2008.

PART II:
HEALTH AND DISEASE
B. NON COMMUNICABLE DISEASES

B. NON COMMUNICABLE DISEASES

Chronic Diseases

Now let us look at the chronic diseases, the so-called diseases of affluence and see what our people think about them.

Hypertension

About two third (65%) say that they have had a chance of getting their blood pressure checked. (25) 53% think that their blood pressure usually remains in normal limits, 20% believe they have low Blood Pressure (BP) and 14% say that they usually have high BP. (26)

The symptoms which alarm a person about his/her low BP are dizziness (52%), weakness (27%) and 7% say that they know they have low BP because the doctor told them so. When people experience low BP majority (50%) of them take salt, 20% take rest, 18% take some medicine and 7% eat certain specific diet to treat low BP. (26)

The people who usually have high BP say that they know of their high BP with headache (29%). 22% lose their temper and get angry on petty things whenever they have high BP, 17% feel hot and 12% know of the high BP because they have been told by the doctor. The remedy for high BP used by most (38%) people is taking some medicine. 19% take dietary measures, 15% decrease or stop salt intake, 11% rest for a while and 5% go for a walk when they have high BP. (26)

According to a survey in 2001, 22% of the households reported having at least one person suffering from hypertension. Out of them, 79% households had one such person and 21% households had two hypertensives in the family. These hypertensive patients have a family history of hypertension with 44% having an affected parent, and 20% have hypertension among siblings. (25)

In Survey in 2009, 47% respondents claimed to have a Hypertensive patient in the Household. (27)

It is important to note that these are only people's own perceptions not the clinical assessment for hypertension.

Diabetes

According to a survey in 2003, 12% of the households said that they have at least one person suffering from diabetes. These diabetics had a family history with 31% having a father, 16% have an affected mother, 8% had a diabetic brother and 9% had a diabetic sister. (28) Majority of these diabetic patients had their sugar levels checked at a private clinic or laboratory, 31% had it checked at a government hospital and 25% checked it at home. At home, the commonest method used was urine strips (84%) and glucometer (13%). (29)

In 2009, 21% of our respondents claim to have a diabetic patient in the household. (27)

Heart Disease

According to a survey in 2003, 7% of the households had a family member with heart disease. Out of these 90% had one affected person and 10% had two persons with heart disease. 14% of such persons had heart disease in mother, 19% had an affected father, and 8% had a brother suffering from heart disease. (30)

In 2009, 10% of the households claim to have a person suffering from Heart Disease in the household. (27)

Cancer

While 0.1% of the households have a person affected by cancer in the family, the commonest is blood cancer (79%) followed by breast cancer (21%). (31) Interestingly 78% of the people think that cancer is caused by substandard foods with only 22% believing that cancer is hereditary. (32)

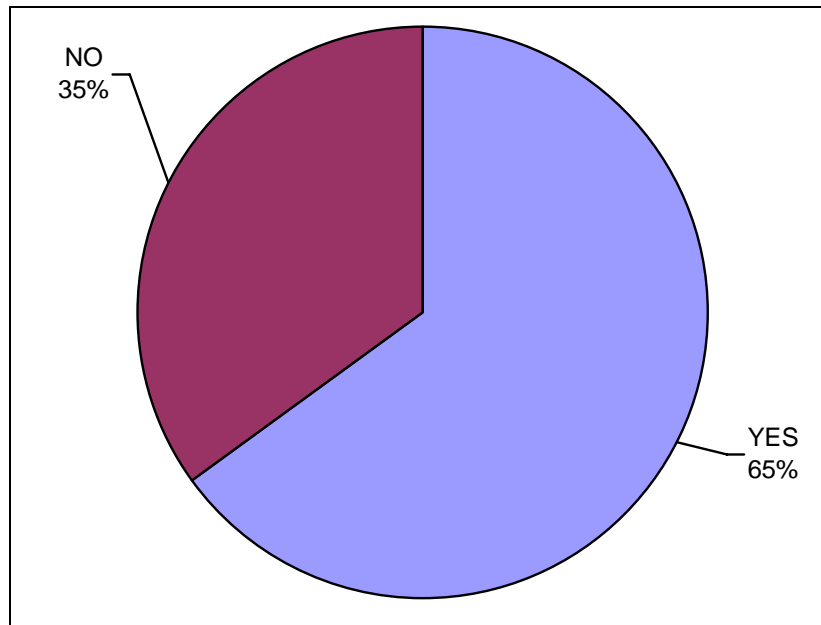
4% of the households have a family member who has some handicap with the commonest being Poliomyelitis (27%), congenital mental retardation (24%), brain injury (18%), physical handicap (17%), hearing impairment (14%), speech problems (7%), reading/writing problems (5%) and blindness (3%).

Majority (64%) of these special persons are taken care of at home, 19% go to Special Schools and 6% are permanently living in Special Institutions. 38% use some special equipment to help in their disability. 30% of our respondents think that there are reasonable chances for special persons to progress in life in the country. (3)

HEALTH AND DISEASE

HYPERTENSION: EVER MEASURED BP

Question: Have you ever had a chance of getting your blood pressure checked?

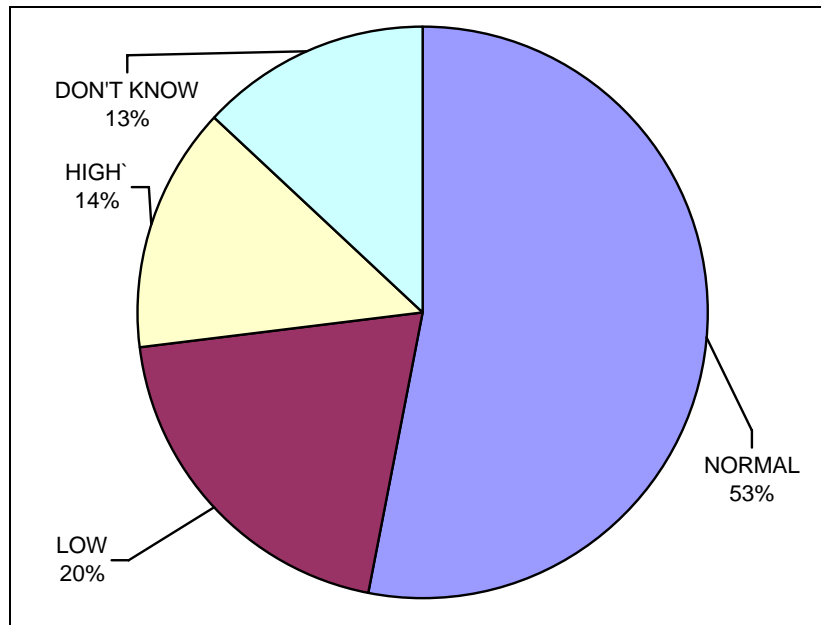


Source: Gallup Survey, 2001.

HEALTH AND DISEASE

HYPERTENSION: PERCEPTIONS ABOUT BP

Question: In your view, is your BP usually low, high or within normal limits?

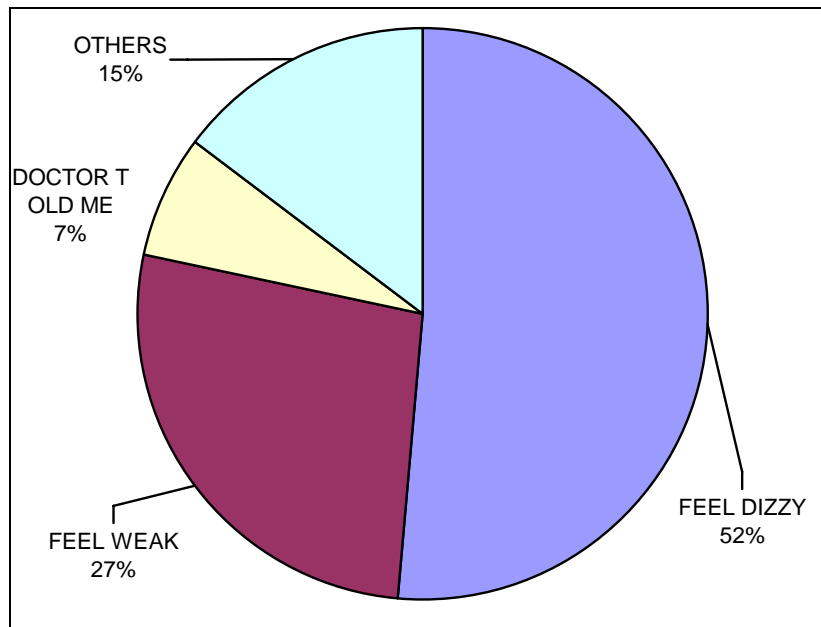


Source: Gallup Survey, 2003.

HEALTH AND DISEASE

HYPERTENSION: PERCEPTIONS OF LOW BP

Question: If you think that you usually have low BP, then how do you know that it is low?

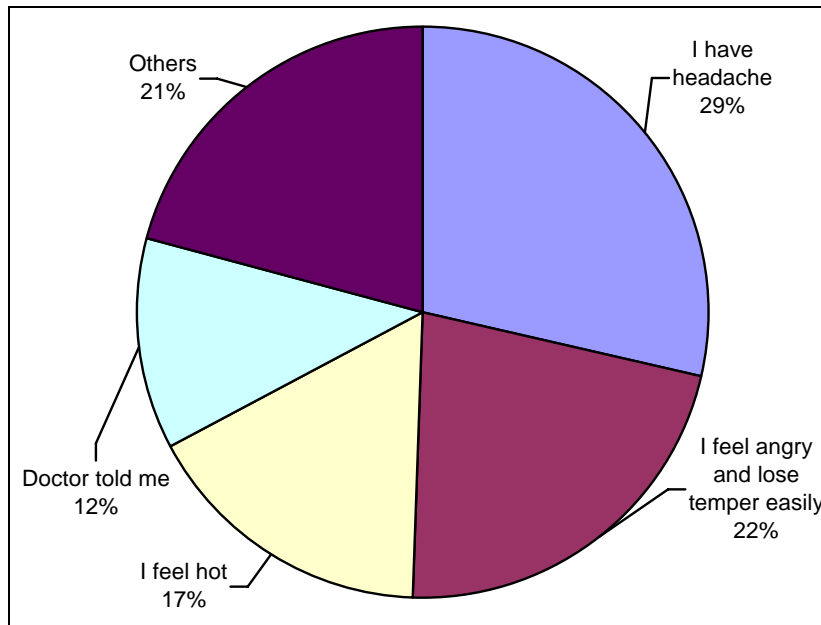


Source: Gallup Survey, 2003.

HEALTH AND DISEASE

HYPERTENSION: PERCEPTIONS OF HIGH BP

Question: How do you know that your BP is high?

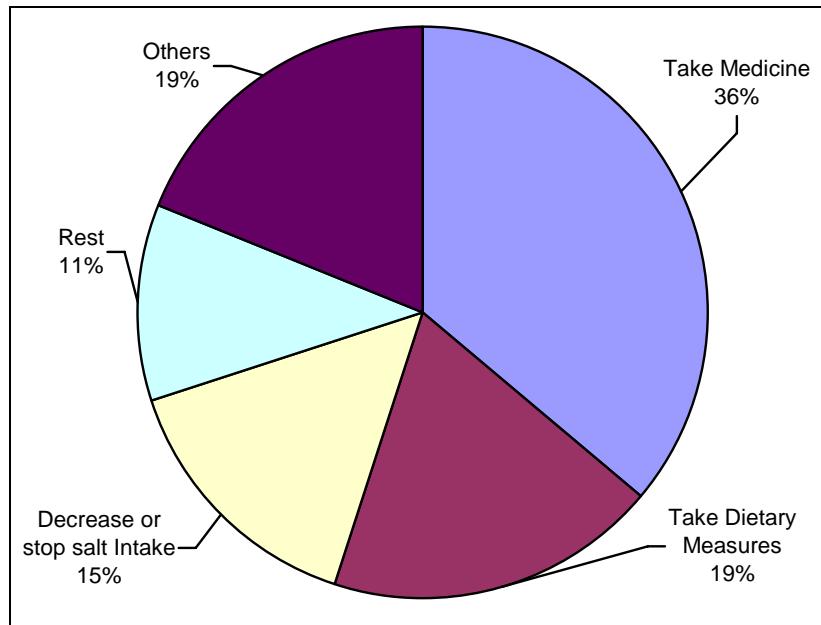


Source: Gallup Survey, 2003.

HEALTH AND DISEASE

HYPERTENSION: RESPONSE TO HIGH BP

Question: What do you do when you have high BP?

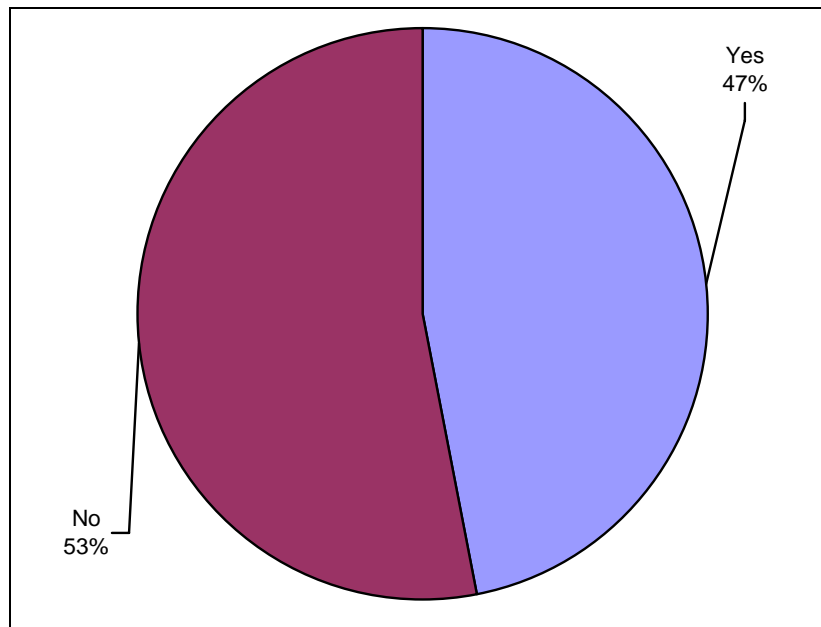


Source: Gallup Survey, 2003.

HEALTH AND DISEASE

HYPERTENSION: HYPERTENSIVE IN THE FAMILY?

Question: Do you or any member of the household suffer from Hypertension (as diagnosed by a doctor)?*



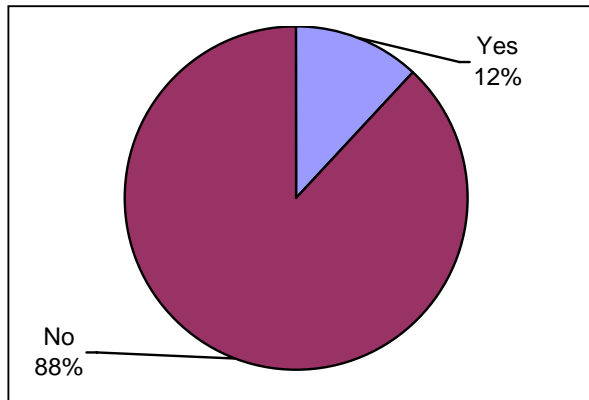
Source: Gallup Survey, 2001.

* Please note that this is people's perception of Hypertension and not a clinical assessment.

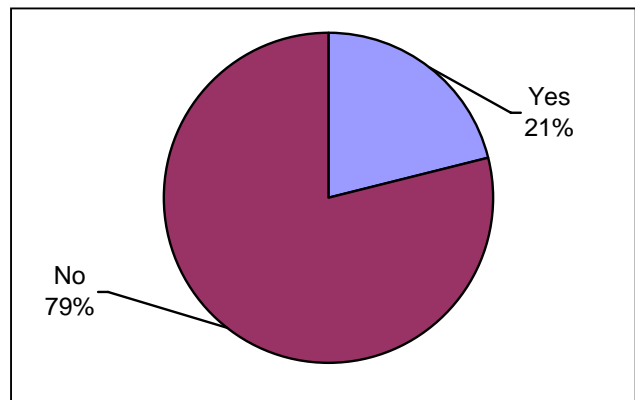
HEALTH AND DISEASE

DIABETES: DIABETIC IN THE HOUSEHOLD?

Question: Does any one / more of your family members (in the household) suffer from Diabetes?*



Source: Gallup Survey, 2003



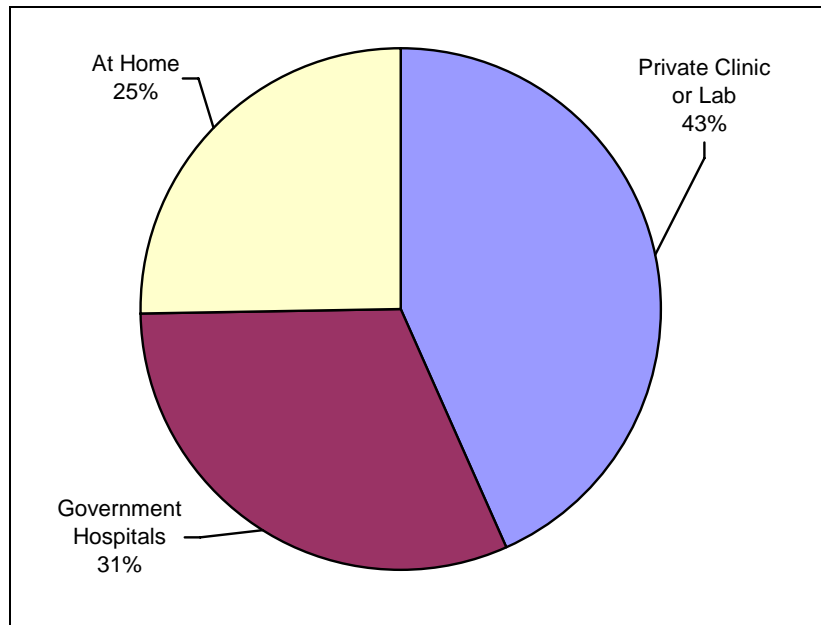
Source: Gallup Survey, 2009

* Please note that this is people's perception of Diabetes and not a clinical assessment.

HEALTH AND DISEASE

DIABETES: HOW DO YOU CHECK SUGER LEVEL?

Question: Where do you have your Blood Sugar Levels checked?*



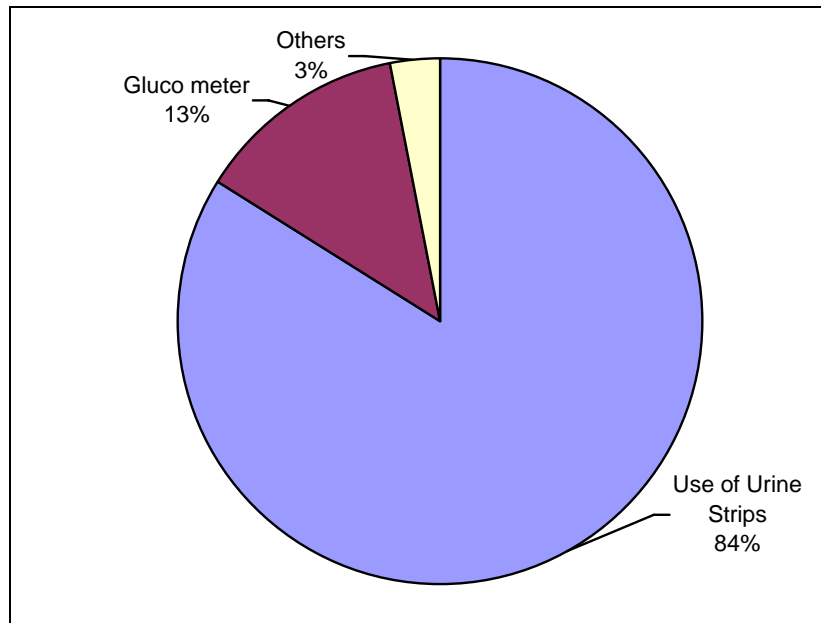
Source: Gallup Survey, 2005.

* Of those who claim to have a Diabetic Patient in household.

HEALTH AND DISEASE

DIABETES: HOW DO YOU CHECK SUGAR LEVEL?*

Question: If you check your Sugar level at home, then how do you do it?



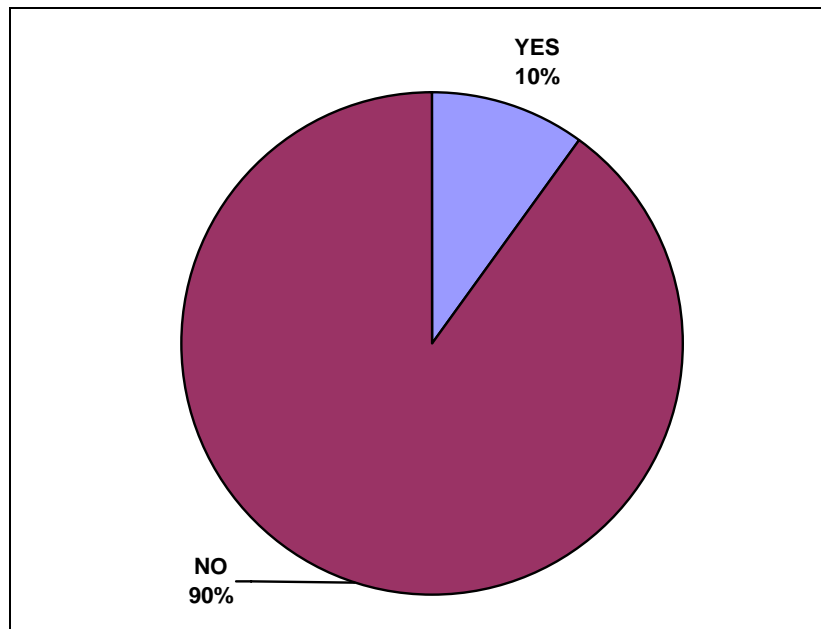
Source: Gallup Survey, 2000.

* Of those who check sugar levels at home.

HEALTH AND DISEASE

CARDIOVASCULAR DISEASE: HEART PATIENT IN THE HOUSEHOLD?

Question: Does anyone of your household suffer from Cardiovascular/Heart disease?

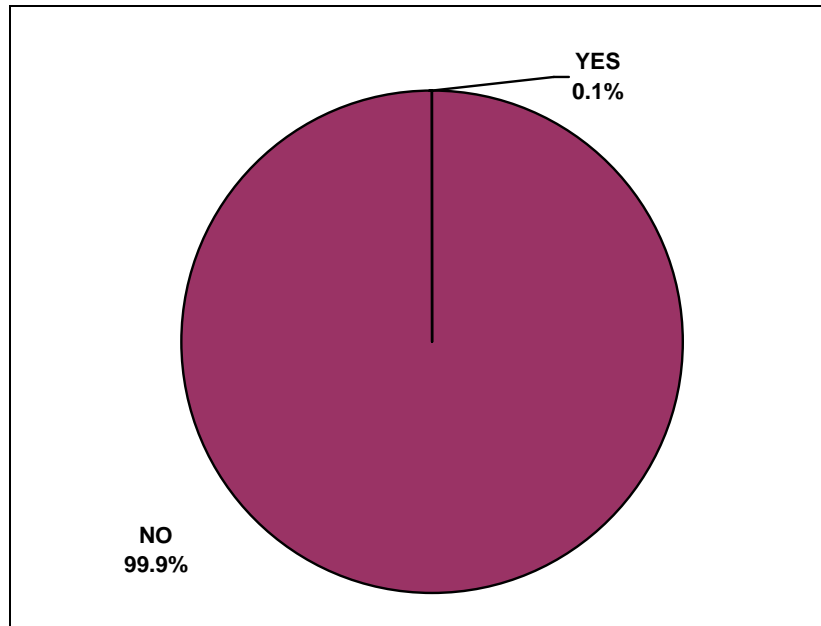


Source: Gallup Survey, 2009.

HEALTH AND DISEASE

CANCER: ANYONE IN THE HOUSEHOLD?

Question: Does anyone of the household suffer from Cancer?

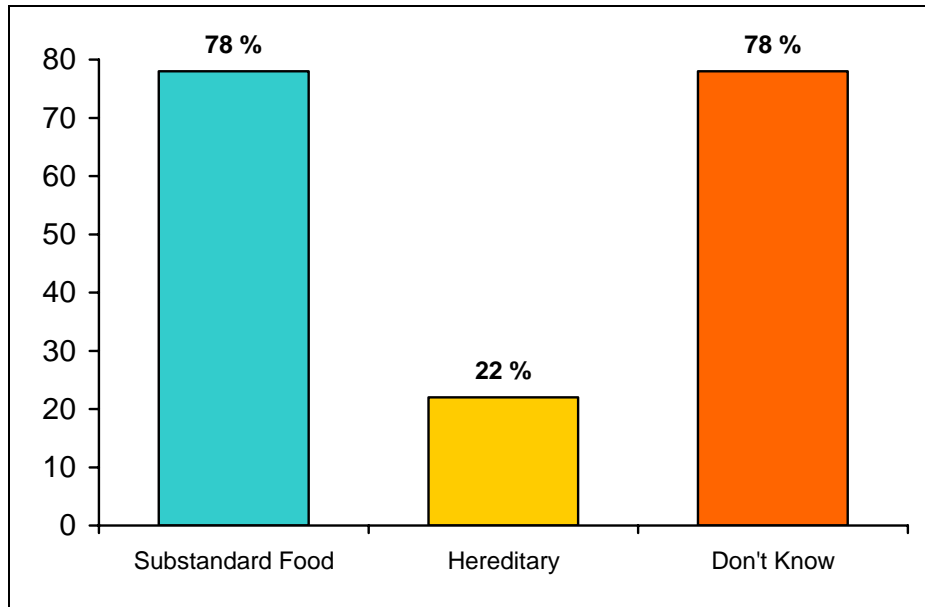


Source: Gallup Survey, 2001.

HEALTH AND DISEASE

CANCER: PERCEPTIONS OF ITS CAUSES

Question: What do you think are the causes of Cancer?



Source: Gallup Survey, 2001.

HEALTH AND DISEASE

HANDICAP: ANYONE IN THE HOUSEHOLD?

Question: Does *anyone of your household* have any kind of disability / handicap?

| Yes | No |
|-----|-----|
| 4% | 96% |

Source: Gallup Survey, 2009.

Note: Further Questions are from those respondents who have a Disabled person in household.

Question: Why / how did they get this Handicap?

| Congenital (Since Birth) | Due – to some Disease | By some Accident | No Response |
|--------------------------|-----------------------|------------------|-------------|
| 45 | 48 | 4 | 3 |

Source: Gallup Survey, 2009.

Question: What is the *Nature* of this Disability?

| | |
|--------------------------------|-----|
| Brain injury | 18% |
| Poliomyelitis | 27% |
| Congenital Mental Retardation | 24% |
| Blindness | 3# |
| Unable to Read and write | 5% |
| Stammering / speech Difficulty | 7% |
| Deaf and Dumb | 12% |
| Deafness (only) | 2% |
| Physical Handicap | 17% |
| No Response | 3% |

Source: Gallup Survey, 2009.

HEALTH AND DISEASE

HANDICAP: CARETAKER?

Question: How are these special people taken care of at your household?

| Study in special school | Live at special Institutes e-g orphanage | Stay at Home | Nothing | No Response |
|-------------------------|--|--------------|---------|-------------|
| 19 | 6 | 64 | 8 | 3 |

Source: Gallup Survey, 2009.

Question: In your opinion, do the special children get the same kind of *attention and love* as the normal children from their family?

| | |
|--------------------------|-----|
| Same like other children | 31% |
| More than other children | 32% |
| Less than other children | 22% |
| Don't Know | 15% |

Source: Gallup Survey, 2009.

HEALTH AND DISEASE

HANDICAP: USE OF AIDS?

Question: Does he/she use any *special instrument or equipment* (e-g wheelchair, hearing aid etc) for help with the disability?

| | |
|--------------------|-----|
| Yes | 38% |
| No | 59% |
| No Response | 3% |

Question: Are such equipments easily *available* in the Market?

| | |
|--------------------|-----|
| Yes | 43% |
| No | 50% |
| No Response | 8% |

Question: Are such equipments *affordable* for a common man?

| | |
|--------------------|-----|
| Yes | 31% |
| No | 62% |
| No Response | 7% |

Source: Gallup Survey, 2009.

HEALTH AND DISEASE

HANDICAP: PERCEPTIONS ABOUT FACILITIES?

Question: What is your opinion regarding the *standard of facilities* for special people in your country?

| | |
|------------------------|-----|
| Very good | 3% |
| Good | 12% |
| Reasonable | 33% |
| Bad | 20% |
| Very bad | 11% |
| Don't Know/No Response | 20% |

Source: Gallup Survey, 2009.

Question: What is the standard of *education facility* for special people in Pakistan?

| | |
|------------|-----|
| Very good | 3% |
| Good | 11% |
| Reasonable | 32% |
| Bad | 19% |
| Very bad | 18% |
| Don't Know | 16% |

Source: Gallup Survey, 2009.

HEALTH AND DISEASE

HANDICAP: PERCEPTIONS ABOUT FACILITIES?

Question: How will you *compare the standard of education* of Schools for special children as compared to ordinary schools?

| | |
|---------------------------|-----|
| Same as other schools | 24% |
| Better than other schools | 19% |
| Less than other schools | 36% |
| Don't Know | 22% |

Source: Gallup Survey, 2009.

HEALTH AND DISEASE

HANDICAP: PROGRESS IN LIFE

Question: There are many special people who have excelled in different fields of life e-g education, sports etc. Do you *know of any such people*?

| | |
|------------|-----|
| Yes | 29% |
| No | 71% |

Source: Gallup survey, 2009.

Question: In your opinion, how are the possibilities for special people to *progress in life* in your country?

| | |
|-------------|-----|
| Very good | 3% |
| Good | 11% |
| Reasonable | 30% |
| Bad | 20% |
| Very bad | 18% |
| Don't Know | 18% |
| No Response | -- |

Question: How *hopeful* are you regarding the future prospects of special people?

| | |
|------------------|----------|
| | % |
| Very hopeful | 15% |
| Somewhat Hopeful | 26% |
| Very little Hope | 25% |
| Not Hopeful | 8% |
| Don't Know | 12% |
| No Response | 14% |

Source: Gallup survey, 2009.

PART II:

HEALTH AND DISEASE

C. MISCELLANEOUS DISEASES:

C. MISCELLANEOUS DISEASES:

Global Viruses and Infections

Now let us see how much Pakistanis are aware of the diseases of global significance.

AIDS

94% of the people say that they have heard or read about the disease of AIDS. (33) This awareness has increased in the last twenty years when in 1988 only 26% had heard of this disease.(34) A large number (84%) consider this disease to be very serious for the world and 66% of Pakistanis view AIDS to be a serious problem for Pakistan. (33) 62% of the people support that there should be ads and programs about AIDS on TV whereas 33% oppose such ads. (35)

Thirty nine percent (39%) of urban males who shave say that they are shaved at a barber's shop so it is very important to create awareness about the use of disposable razor to prevent the spread of blood borne infections and diseases. (23)

Bird Flu

In 2006 when there was an outbreak of bird flu in the region, 47% of Pakistanis believed that there was some chance the disease would spread in Pakistan and 37% considered that there was a lot of chance. Majority of the people (54%) believed that chicken should be avoided during those days. (36) Half of the people (50%) interviewed during those days had not used chicken in the preceding week, out of whom 63% had not used it due to the fear of bird flu. Similarly 41% had not used eggs in the last week which was due to bird flu in 68% of the cases. (37) More than half of the people reported that the use of chicken and eggs had decreased in their homes during that period (53% and 54% respectively). (38)

SARS

In 2003 when there was an epidemic of SARS in South East Asia, 15 % of Pakistanis feared a lot and 23% feared to some extent that this disease can affect them and their families.(39)

ANTHRAX

Similarly in 2001, 71% of Pakistanis had heard or read about Anthrax and majority of them considered it to be very dangerous for the world. (40)

Now few words about some of the common aspects of our daily life which are linked to our health.

Dental Care

Seventy two percent (72%) of the people use toothpaste for cleaning their teeth and 18% use miswak whereas manjan is used by 9%. (41) The use of toothpaste has increased over the years when in 1979 only 20% of urban households used toothpaste. (42) Majority of the people (66%) clean their teeth before breakfast, 15% do it after breakfast and 10% do it whenever they remember it. (43)

Interestingly, 21% of the people say that they share their tooth brush with their spouse, 5% share among siblings, 3% share with parents, 3% share with best friend and 2% share among colleagues. (44) So it gives us an idea how important it is for a doctor to enquire about such practices and advise accordingly if there is a patient in the family with a communicable disease like hepatitis B and C.

48% claim to have had toothache. People think that the main reason for toothache is unclean teeth (43%), cavity in teeth (28%), cold/hot food (15%) and extra sweet food (13%). Majority (52%) of people consult a doctor for toothache. 15% take caution in food, 14% clean teeth with a special toothpaste, 13% take some medicine on their own and 11% use clove in teeth. (45)

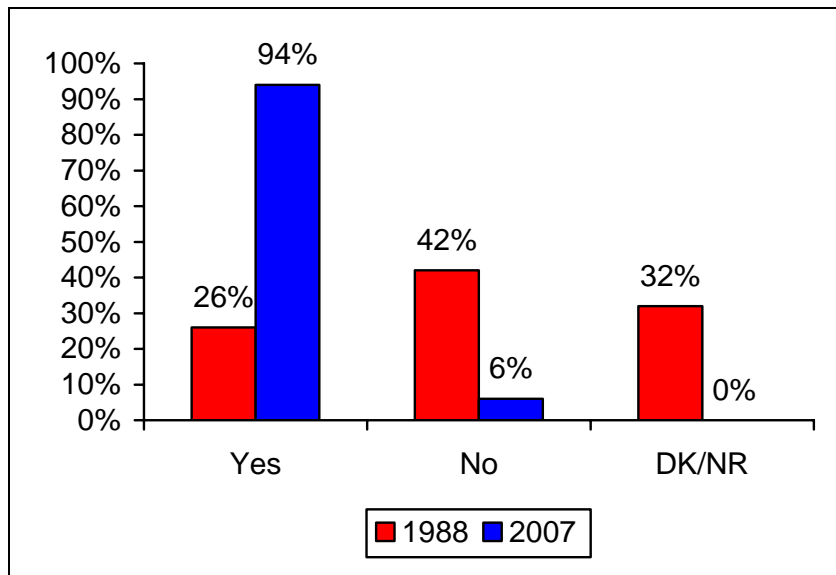
Eye Sight

If you wear glasses, you are not alone. Twenty three percent (23%) of the Pakistanis wear glasses, out of which 25% wear sunglasses and 69% use them for weak eyesight. Out of these 61% use glasses for near vision and 38% for distant vision. (3)

Health and Disease

AIDS: AWARE OF THE NAME?

Question: Have you heard/read about a disease called AIDS?



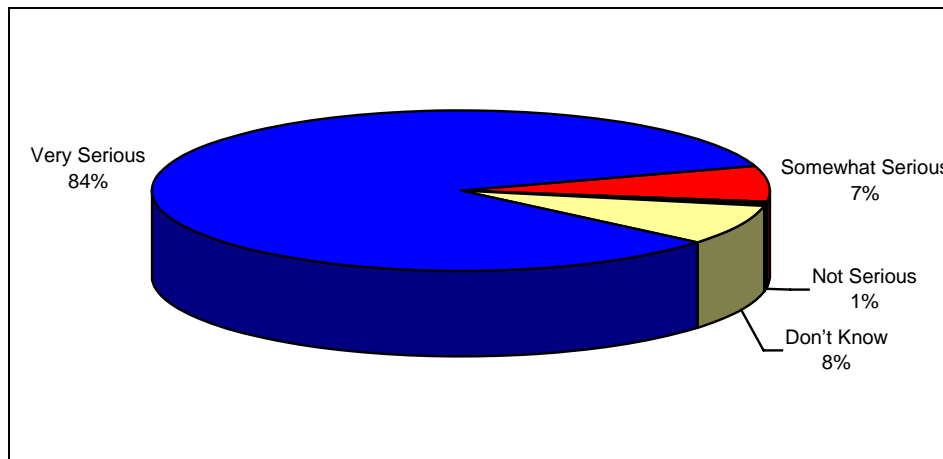
Source: Gallup Survey 1988 and 2007

Health and Disease

AIDS: IS IT A SERIOUS PROBLEM?

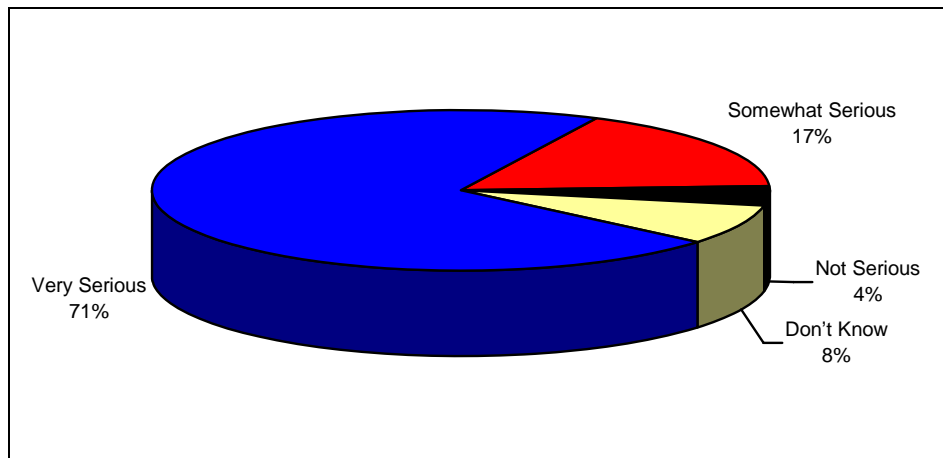
Question: In your view how serious is AIDS for the whole world and for Pakistan?

FOR THE WORLD



Source: Gallup Survey 2003

FOR PAKISTAN

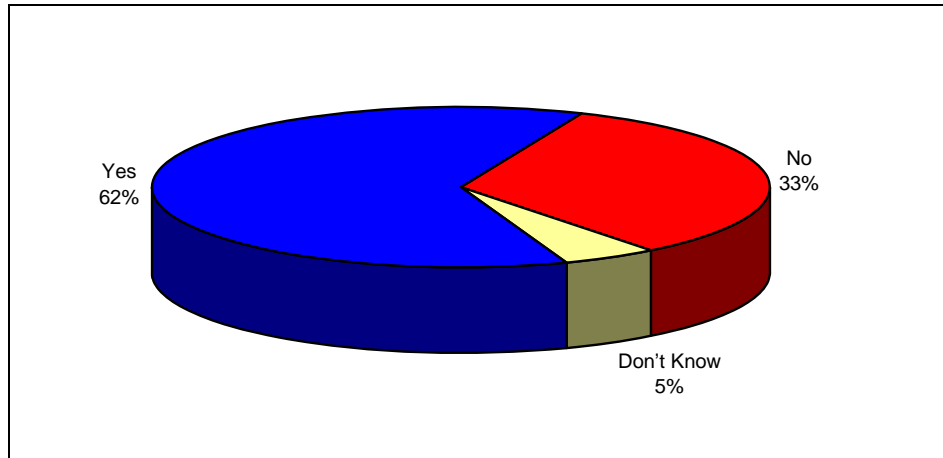


Source: Gallup Survey 2003

Health and Disease

AIDS: SHOULD THERE BE COVERAGE ON TV?

Question: Do you think there should be programs or advertisements about AIDS on TV or not?

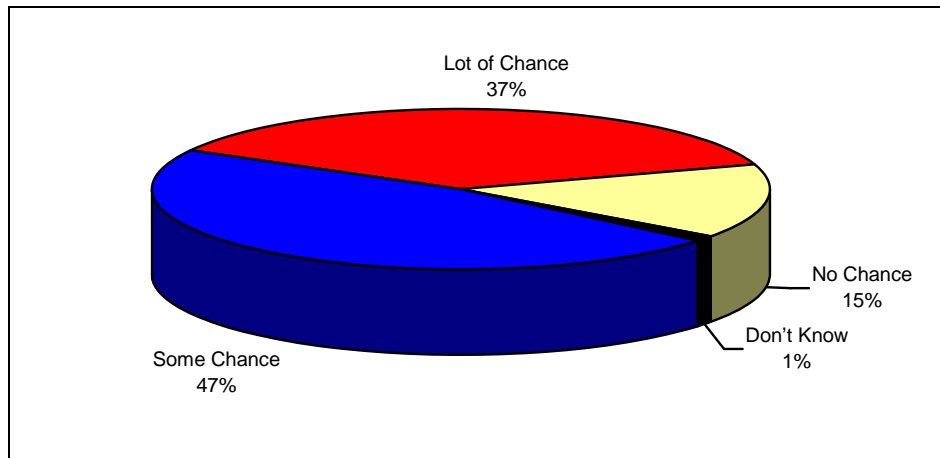


Source: Gallup Survey 2001

Health and Disease

BIRD FLU: PERCEPTIONS OF A PAKISTANI

Question: Recently, there is an outbreak of a disease called BIRD FLU in the region. In your view, what are the chances that it may occur in Pakistan?



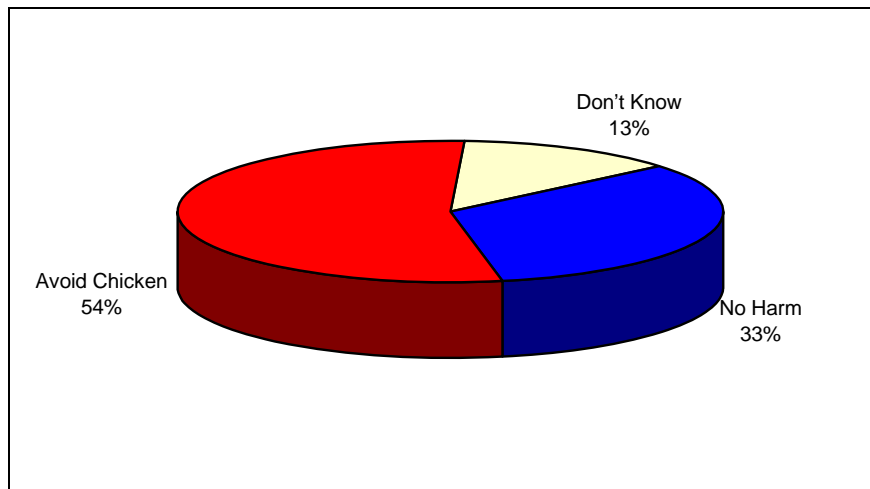
Source: Gallup Survey 2006

Note: This survey was carried out when there was an outbreak of Bird Flu in the region in 2006

Health and Disease

BIRD FLU: SHOULD CHICKEN BE AVOIDED?

Question: Do you think because of scare of Bird Flu, should chicken be avoided these days or is there no harm in using chicken?



Source: Gallup Survey 2006

Note: This survey was carried out when there was an outbreak of Bird Flu in the region in 2006

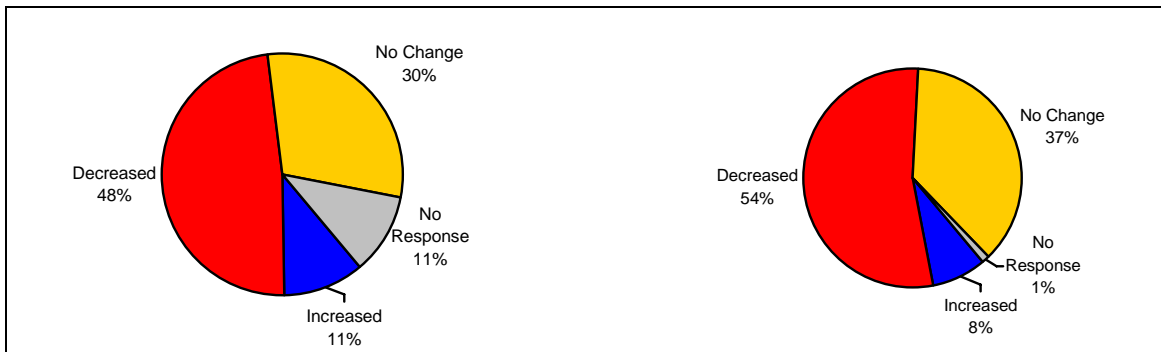
Health and Disease

BIRD FLU: EFFECT ON USE OF EGGS AND CHICKEN

Question: Has the use of chicken and eggs increased/decreased or remained the same in your household?

Chicken

Eggs



Source: Gallup Survey 2006

Note: This survey was carried out when there was an outbreak of Bird Flu in the region in 2006

Health and Disease

DENTAL CARE: TOOTH ACHE?

Question: Have you ever experienced Toothache?

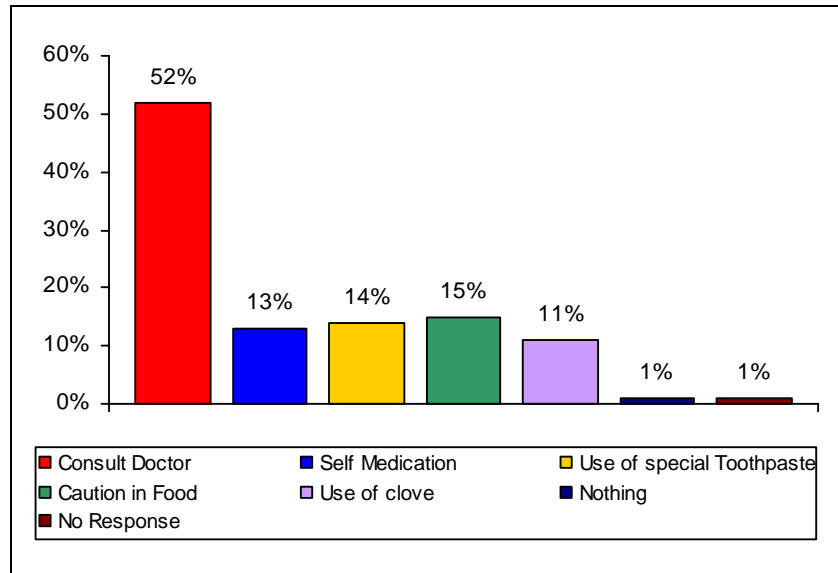
| <i>Percent of Respondents</i> | |
|-------------------------------|-----|
| Yes | 48% |
| No | 52% |

Source: Gallup Survey 2006

Health and Disease

DENTAL CARE: TOOTHACHE TREATMENT

Question: How do you treat toothache?

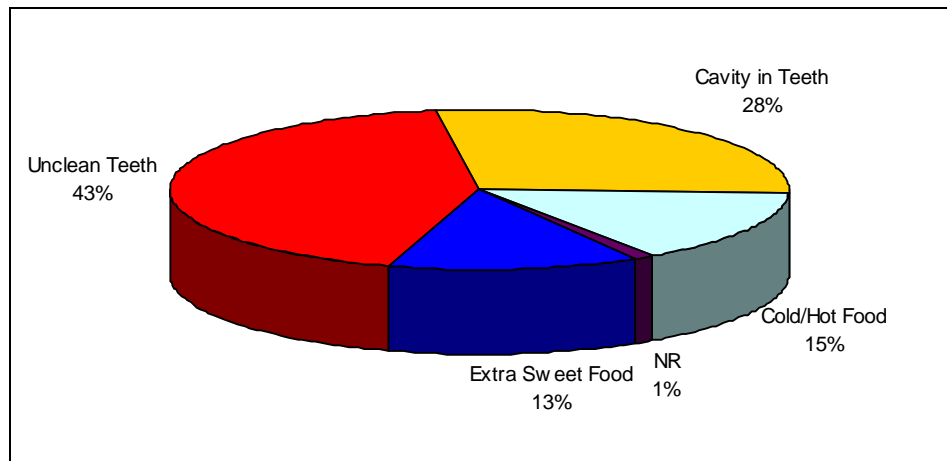


Source: Gallup Survey 2008

Health and Disease

DENTAL CARE: TOOTHACHE, PERCEPTIONS OF ITS CAUSE

Question: In your opinion, what is the cause of toothache?

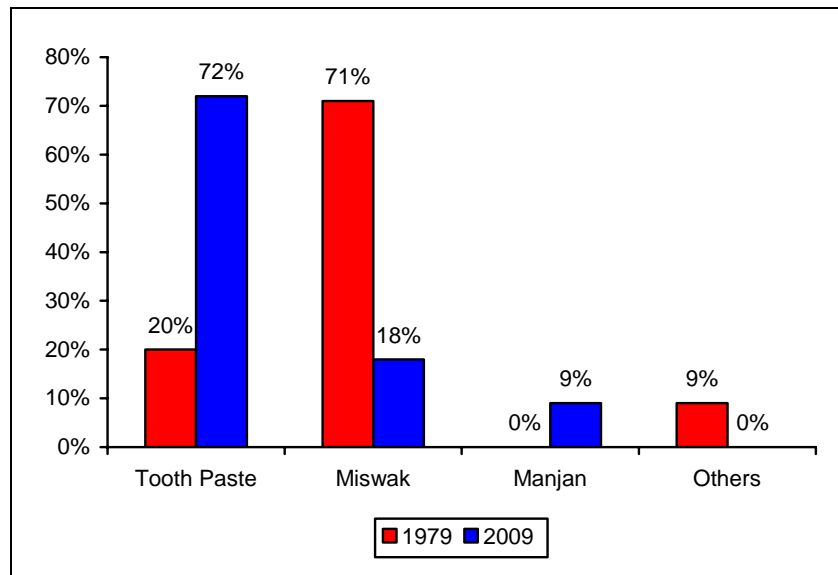


Source: Gallup Survey 2008

Health and Disease

DENTAL CARE: HOW DO YOU CLEAN YOUR TEETH?

Question: What do you use for cleaning your teeth?



Source: Gallup Survey 1979 and 2009

Others: Tooth Power, Almond, Coal Power

Health and Disease

EYESIGHT: DO YOU WEAR GLASSES?

Question: Do you wear glasses/spectacles?

| <i>Percent of Respondents</i> | |
|-------------------------------|-----|
| Yes | 23% |
| No | 76% |

Source: Gallup Survey 2009

Question: What kind of glasses do you wear?

| <i>Percent of Respondents</i> | |
|-------------------------------|-----|
| For weak Eyesight | 69% |
| Sun Glasses | 25% |
| No Response | 6% |

Source: Gallup Survey 2009

Health and Disease

EYESIGHT: MYOPIA OR HYPERMETROPIA?

Question: If you wear Glasses for weak Eyesight is it for Near Vision or Distant Vision?

Percent of Respondents

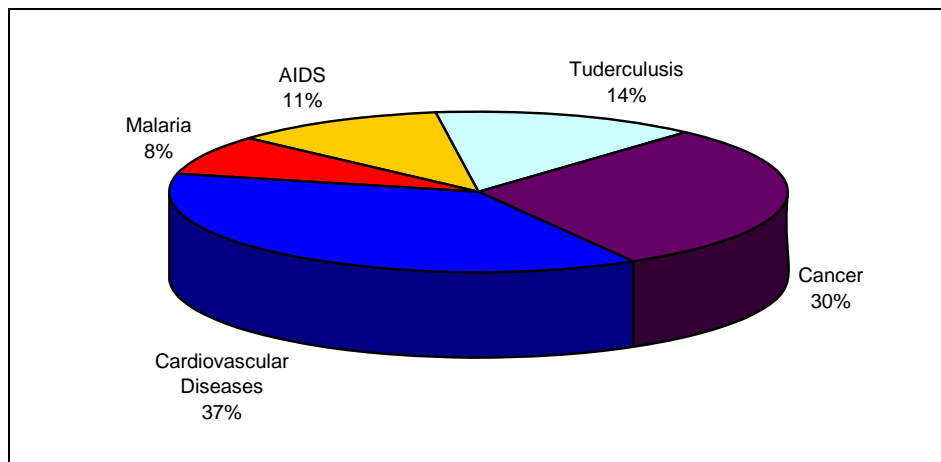
| | |
|----------------|-----|
| Distant Vision | 38% |
| Near Vision | 61% |
| No Response | 1% |

Source: Gallup Survey 2009

Health and Disease

WHICH IS THE GREATEST PROBLEM?

Question: I will name a few diseases which are among the greatest killers of humanity, worldwide. Out of these diseases, please pick one disease which deserves the greatest focus of Government of Pakistan in terms of efforts for disease prevention and treatment?



Source: Gallup Survey 2009

PART II:
HEALTH AND DISEASE
D. PREVENTIVE MEDICINE

D. PREVENTIVE MEDICINE

Immunization

Prevention is better than cure. Pakistan has an immunization program for protection against the six preventable diseases of childhood along with the vaccination against hepatitis B virus which has been recently introduced. This is commonly referred to as Expanded Program on Immunization (EPI). Recently new vaccine e.g. Hib has also been introduced. The following chapter gives an insight into the perceptions of common man about these preventive strategies.

Demand for Vaccination

Most people (82%) consider that it is a very important duty of the parents to get their children vaccinated to prevent onset of diseases like Childhood Tuberculosis, Poliomyelitis, Diphtheria, Pertussis, Measles and Tetanus. (46)

Mostly people believe that they are either well aware (46 %) or somewhat aware (47 %) about the benefits of vaccination. Only 7% think they have no idea of its benefits. (46)

Overall 88% people said that they have had their children immunized against diseases. Ninety One percent (91%) said they administered the polio vaccine, 77% said measles vaccine, 74% got the DPT and 71% got BCG injection administered to their child. (47) Majority of the people know that a child should be vaccinated 5 times, 11% people have no knowledge about it. (48)

Immunization Advertisements

About half of the people (52%) have seen or read or heard of the ad about immunization. Most of them saw it on television whereas only 5% heard it on the radio. Forty three percent (43%) identified the name of TIKOO, the main character in the ad. symbolizing the injection used in the vaccination shots. Of the three things that people remembered most accurately about this ad, 45% said it was that tikoo is shown as children's friend. 27% people reported that it is about protection against the fatal diseases of childhood, 27% remember that it focuses on the importance to complete the course of immunization and a quarter (25%) of the people remember the message to have five injections before every child's first birthday. But when asked what they think is the main message of the ad, 84% did not know about it, only 8% gave the right answer and 8% gave the wrong answer. Overall 46% regard this advertisement to be better than the previous such ads. (48)

Drive against Polio

According to our surveys, in 2007 a Pakistani household has on average 7 persons out of which 2 children are under five years of age. This has immense implications for a successful polio drive targeted at children of this age group. Pakistan has been running a polio campaign targeted to eradicate this disease from the country.

Ninety-one percent (91%) people report that they have heard or read about the polio drives and 79% claim that the polio team visited their house. Similarly, 76% say they had polio drops administered to their children. However, a significant 24% did not do so during the campaign. (49) When asked for a reason for not getting the vaccination, 42% said the child was not at home, 4% said the child was sick, 4% did not have trust in the vaccine, 1% did not want to have drops administered by the team and 1% were fed up of repeated administration of drops. The remaining 47% did not have any eligible child. (50)

Most people (95%) consider repeated polio campaigns necessary and a good effort but 5% think that it is an unnecessary and inconvenient strategy. (51)

About 77% of the people consider the efforts of the government to control polio as adequate but 20% think that they are less than needed to achieve the aim of complete eradication. (52)

Misinformed

As with most health drives, a significant aspect of the polio campaign is to dispel myths about the disease. A major misconception was that polio drops causes infertility, a myth that is slowly disappearing. In 2007, more than half (58%) of the people negated the allegation that polio drops have some drug that can cause infertility. Only 14% said that they think this statement is correct while 28% had no opinion about it. (49)

There is another serious misconception that polio drops can protect the child against all other EPI diseases as well. Eighty Nine percent say they protect against poliomyelitis, 48% believe they can protect against diphtheria, 48% against measles, 56% against tetanus and 48% believe that these drops can protect their child against pertusis, all of which are wrong. (50)

Now let us shift our attention from children's health to the health of mothers and see what a common Pakistani thinks about family planning.

Mother Care and Family Size

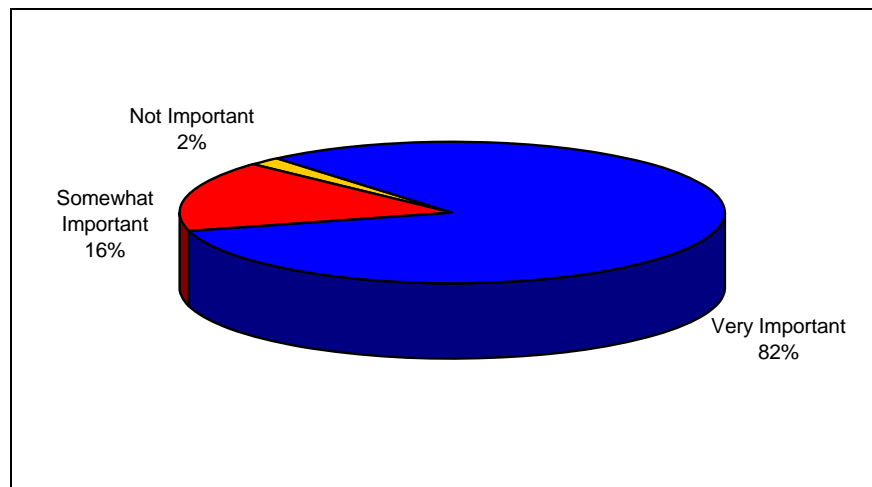
About two third (66%) Pakistanis think that there should be more than two children in an ideal family and 25% think one or two children to be enough for an ideal family. (53) When we asked people of their opinion about the statements 'there should be less number of children so that they can have good training' or 'the more the children the better it is', 72% (83% urban, 66% rural) support less children whereas 25% of the people are in favor of more children.(54) The support for having less number of children has increased over time as in 1983, 57% supported having a small family. (55) A large number (82%) favor that gap between children by family planning is good for the health of mother and child but 18% oppose this idea. (56)

About two third (67%) of Pakistanis claim that they have seen, heard or read any advertisement about family planning in the last month. (56)

Preventive Medicine

IMMUNIZATION: IS IT IMPORTANT?

Question: How important do you think it for the parents to get their children immunized?

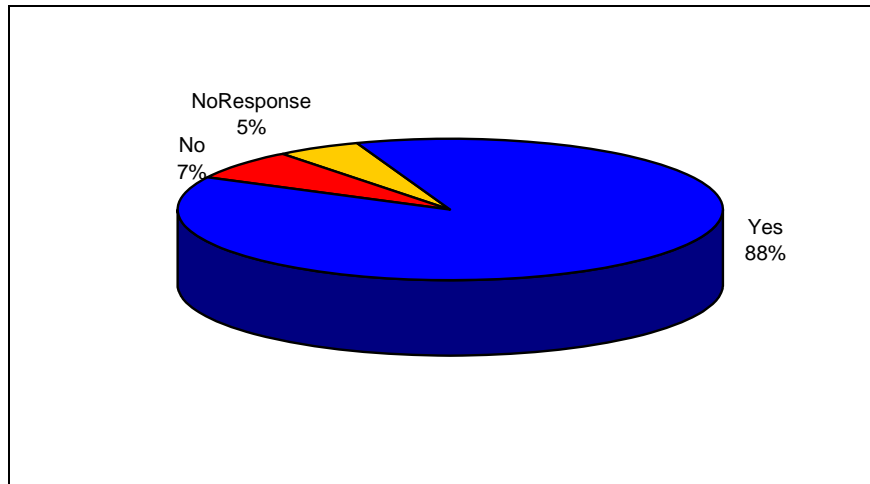


Source: Gallup Survey, 2001

Preventive Medicine

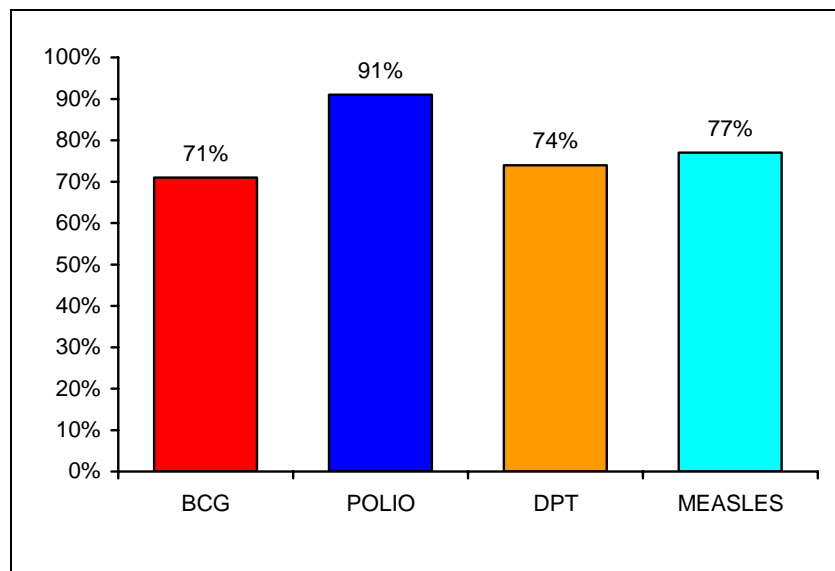
IMMUNIZATION: IS YOUR CHILD PROTECTED?

Question: Did you get your child immunized?



Source: Gallup Survey, 2001

Question: Which Vaccinations were given to your child?

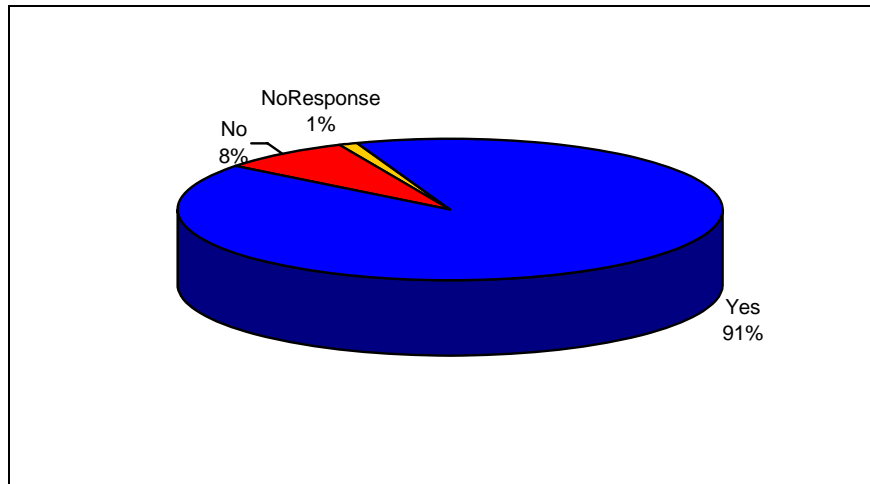


Source: Gallup Survey, 2000

Preventive Medicine

IMMUNIZATION: AWARE OF POLIO CAMPAIGN?

Question: Have you heard or read of Polio campaign?

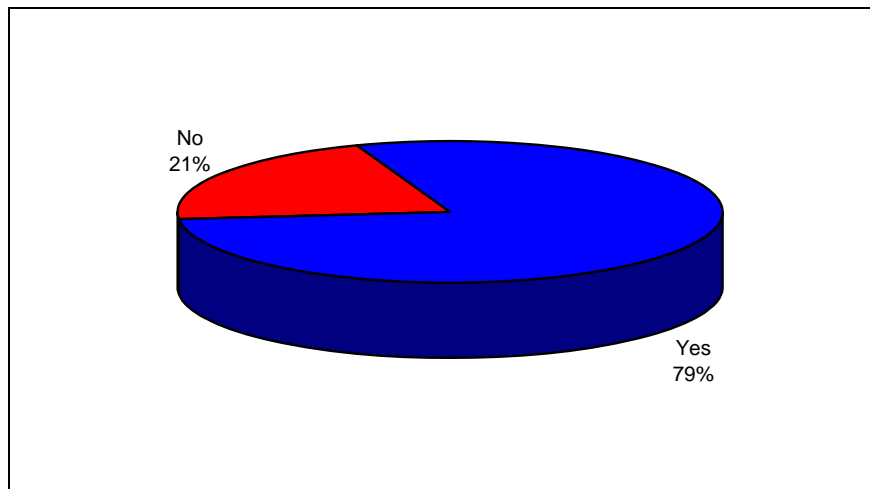


Source: Gallup Survey, 2007

Preventive Medicine

IMMUNIZATION: DID THE POLIO TEAM VISIT?

Question: Did the Polio Team come to your home during the last Polio Campaign?

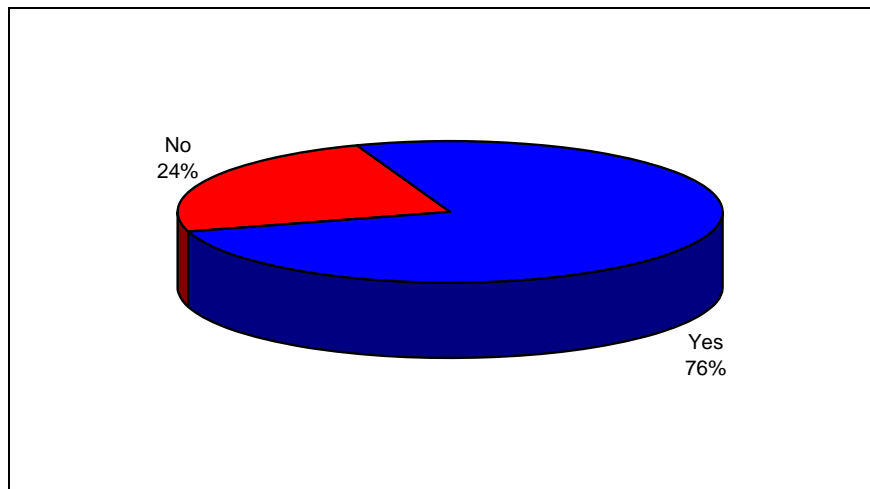


Source: Gallup Survey, 2007

Preventive Medicine

IMMUNIZATION: DID YOU GET YOUR CHILD POLIO DROPS?

Question: If the Polio Team visited your house during the last campaign, did you get your child immunized?

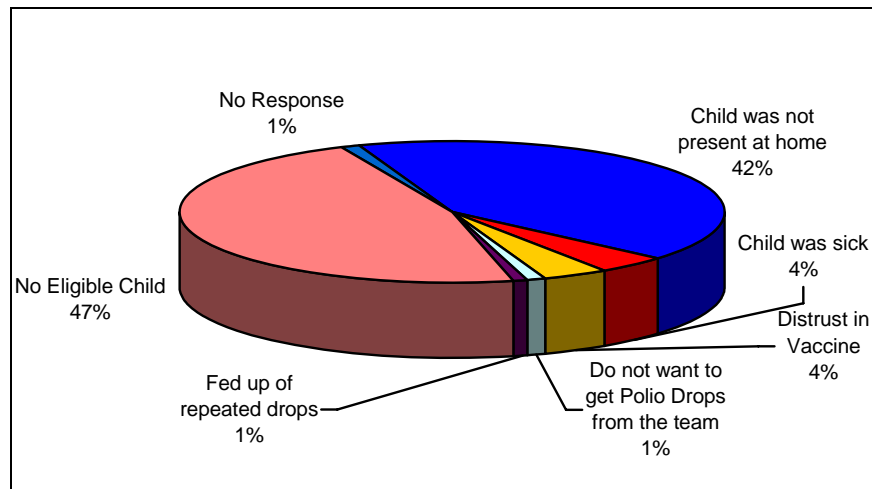


Source: Gallup Survey, 2007

Preventive Medicine

IMMUNIZATION: WHY DID YOU REFUSE POLIO TEAM?

Question: If the Polio team visited your house but you did not get Polio drops administered, what was the Reason?

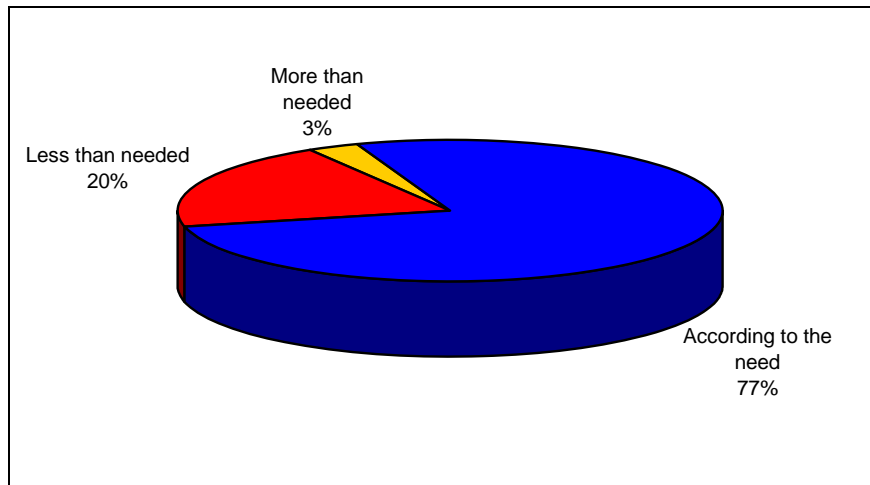


Source: Gallup Survey, 2007

Preventive Medicine

IMMUNIZATION: PERCEPTIONS ABOUT GOVERNMENT'S EFFORTS?

Question: Do you think that the efforts of the Government to eradicate Polio are according to the required need?

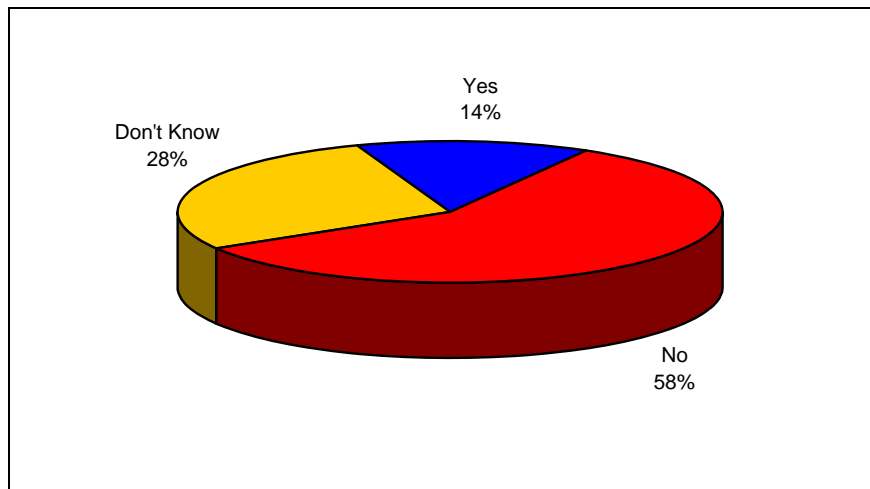


Source: Gallup Survey, 2003

Preventive Medicine

IMMUNIZATION: MYTHS AND MISCONCEPTIONS

Question: Do you think that Polio vaccine has some drug that can cause infertility?

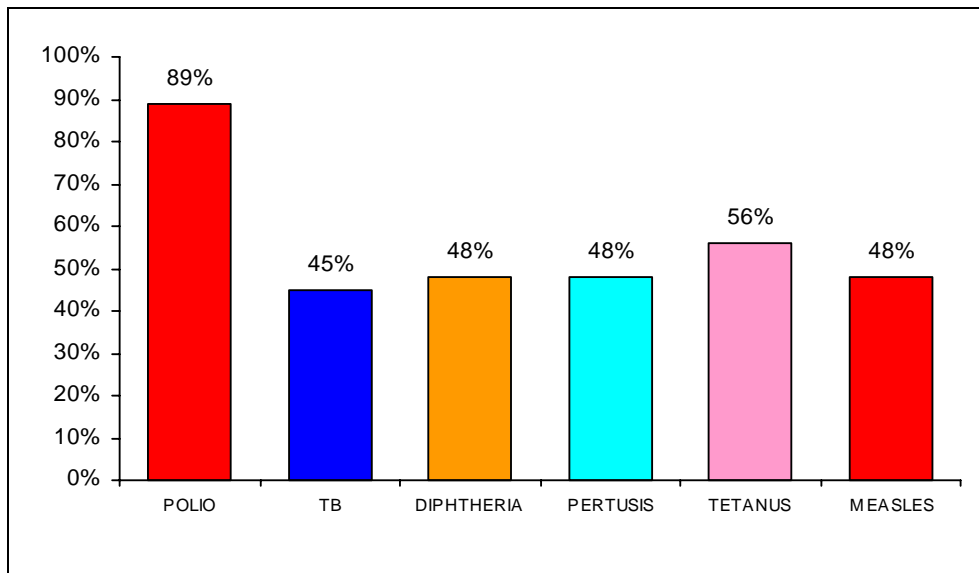


Source: Gallup Survey, 2007

Preventive Medicine

IMMUNIZATION: MYTHS AND MISCONCEPTIONS

Question: In your opinion Polio vaccine can protect your child against which of the following diseases?

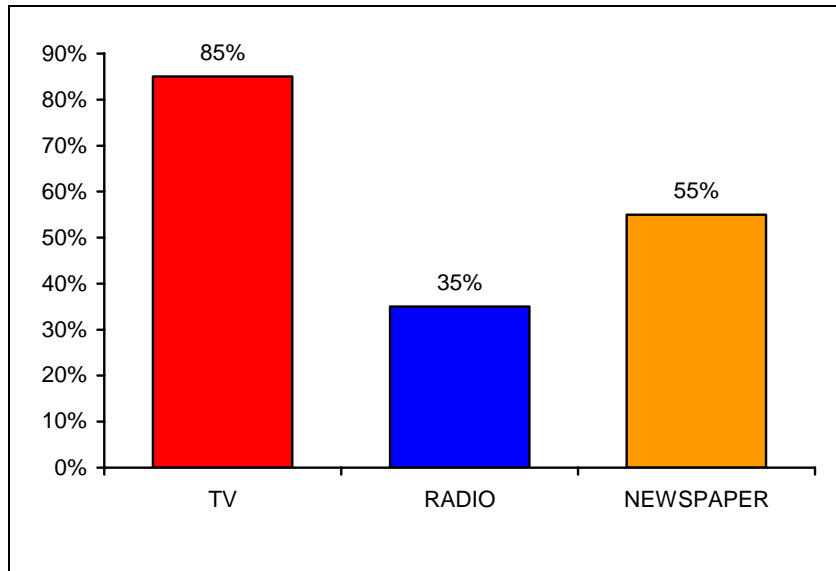


Source: Gallup Survey, 2009

Preventive Medicine

IMMUNIZATION: MEDIA COVERAGE?

Question: Have you heard /seen / read about “Two Drops of Polio for every child every time”, on radio / TV / Newspaper?

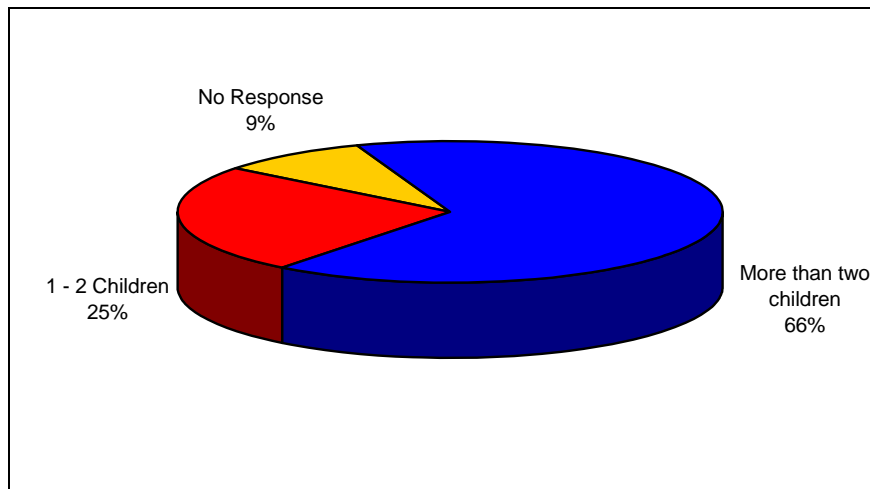


Source: Gallup Survey, 2009

Preventive Medicine

MOTHER'S HEALTH: IDEAL FAMILY SIZE?

Question: In your opinion, what should be the number of children in an ideal family?

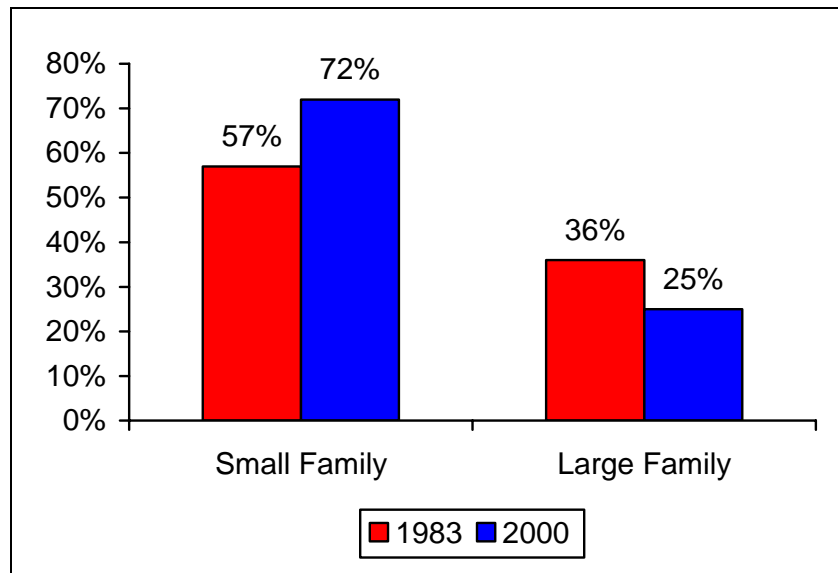


Source: Gallup Survey, 2001

Preventive Medicine

MOTHER'S HEALTH: SMALL FAMILY VS LARGE FAMILY

Question: Some people say that “there should be less number of children so that they can have good training”; others say “the more the children the better it is”. What is your opinion?

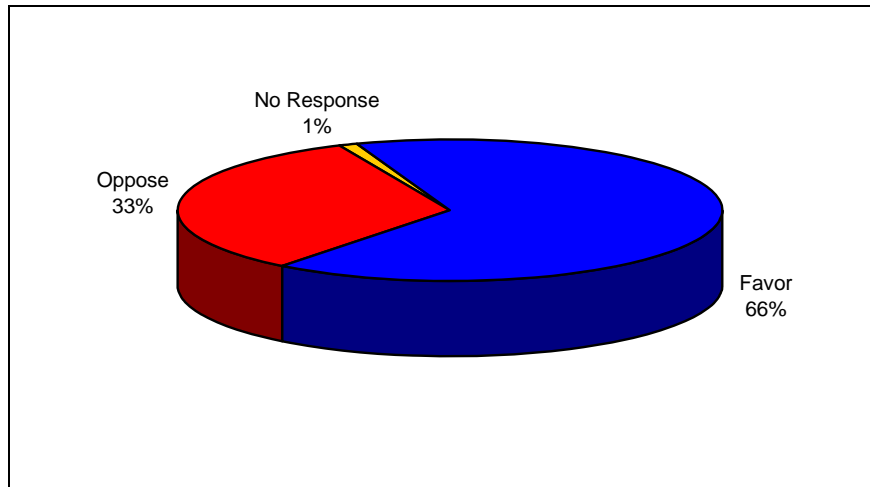


Source: Gallup Survey 1983 and 2000

Preventive Medicine

MOTHER'S HEALTH: IS FAMILY PLANNING BENEFICIAL?

Question: Some people say that “spacing between children by Family planning is good for health of mother and child”, others oppose it. Do you favor or oppose the above statement?

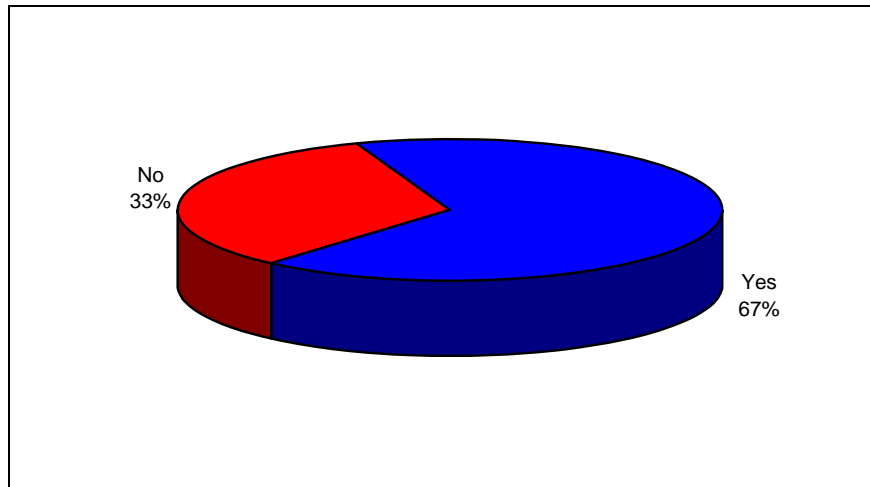


Source: Gallup Survey, 2005

Preventive Medicine

FAMILY PLANNING: MEDIA COVERAGE?

Question: Have you read/heard any Ad about family planning in the last month?



Source: Gallup Survey, 2005

**PART III:
HEALTH AND LIFESTYLE**

A. HEALTH AND NUTRITION

**PART III:
HEALTH AND LIFESTYLE**

A. HEALTH AND NUTRITION

1. FOOD PATTERNS:

Nutrition has an important role in maintaining human health. Our diet on one hand is governed by our social, cultural and financial status and on the other hand it affects our health. This account is meant to give an insight into the eating habits of Pakistani population from health's perspective.

Breakfast is important for a good start of the day. The majority of Pakistanis (49%) eat Paratha in the morning followed by Roti (18%), tea (9%) and bread (10%). (57) At lunch and dinner, Rotti is the staple diet (81%; 78%) followed by rice (17%; 20%). (58) It is interesting to note that majority (44%) of our households claim having light meals at both lunch and dinner times with 19% having a heavy dinner only, 18% have heavy lunch only and 18% have a heavy meal at both times. (59)

Majority (52%) Pakistanis eat meals three times a day. 37% have two meals, 5% have one meal and 5% eat meals more than thrice in a day. (60)

About a third of the survey population says that they are away from home at lunchtime. While 34% of them buy lunch from their workplace, 13% take it from home whereas 53% eat after returning home. (61)

Meat Consumption

Among meat, the choices are equally divided among beef (35%), mutton (33%) and chicken (31%). (62) Overall the use of red meat (59%) outweighs the use of white meat (39%) in Pakistani households. (1)

Preference for Food Components:

Given the option that financial constraints are removed and the price of meat, pulses and vegetables is the same; 51% of the people would prefer meat, 32% would prefer vegetables and 15% would prefer pulses to be the main component of their daily diet. (63)

During our field work, we asked our respondents about the food on that day in their household. 42% had vegetable, 27% had meat, 17% had pulses and 11% had rice in their food on a random day. (64)

Ideas about Frozen Food:

People prefer to buy fresh meat from the butcher's shop (81%); only 7% use frozen meat and 12% use fresh or frozen, as available. Majority (52%) of our population considers frozen foods as bad and 36% say that frozen foods are as good as fresh foods. (65)

Tea

For health experts, tea goes beyond just being a symbol of culture and social gatherings. There is research on its antioxidant properties as well as its addictive component and much more. Among tea and its likes, ordinary tea is used in 96% of our households followed by green tea (23%) and coffee in 10% of households. (27) Among the panel of our respondents, 77% personally take tea (often/occasionally) whereas 20% never have tea. (66)

The majority of tea drinkers (53%) take two cups daily. 29% take tea 3 or more times a day whereas 15% have only one cup daily. (66)

Salt Consumption

What is a talk about food without salt! 66% consider iodized salt to be beneficial for health, 5% consider it to be harmful. 13% think that it is neither beneficial nor harmful and 16% said they were not aware about it. (67) So, a third of the population is still not aware about the benefits of iodized salt. This is further reflected in the trends of its usage, only 40% claim using iodized salt daily in their diet, 36% sometimes use it and 23% never use it. (67)

Despite the continuous media campaign for promoting use of iodized salt, only 47% say that they have seen the 'hand on a handi' sign in any ad on TV/Newspaper. (67)

Oily Food

Majority (61%) of our population considers oil to be better for health as compared to ghee.(59) But still a fairly large number (33%) of households report using oil and ghee for cooking, 45% use oil only and exclusive ghee users are 19%. (68) It is interesting to note the increase of oil usage in the last 10 years. In 1999, only 21% of households claimed using oil only for cooking food. (69)

Spicy Food:

Excessive use of hot and spicy food can cause peptic ulcers and other related problems. 50% of Pakistanis say that they like normal amount of spices in their food, 23% prefer hot and spicy food and 26% like fewer spices. (70)

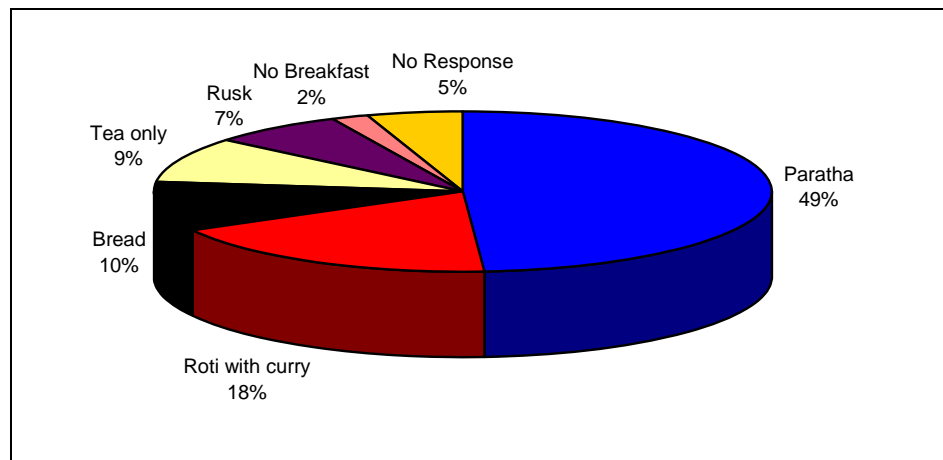
Attitudes towards Diet:

Regarding the attitudes of people about their diet, 54% of our respondents reported reading the ingredients of the pack before buying a packaged food item, 54% did not bother to add healthy food to their diet but 35% often read newspaper and magazines to know about healthy foods. (71)

Health and Nutrition

BREAKFAST: WHAT DOES A PAKISTANI EAT?

Question: Mostly, what do you like to take in your Breakfast?



Source: Gallup Survey, 2009.

Health and Nutrition

LUNCH AND DINNER: WHAT DOES A PAKISTANI EAT?

Question: Mostly, what do you eat at lunch and dinner?

LUNCH

DINNER

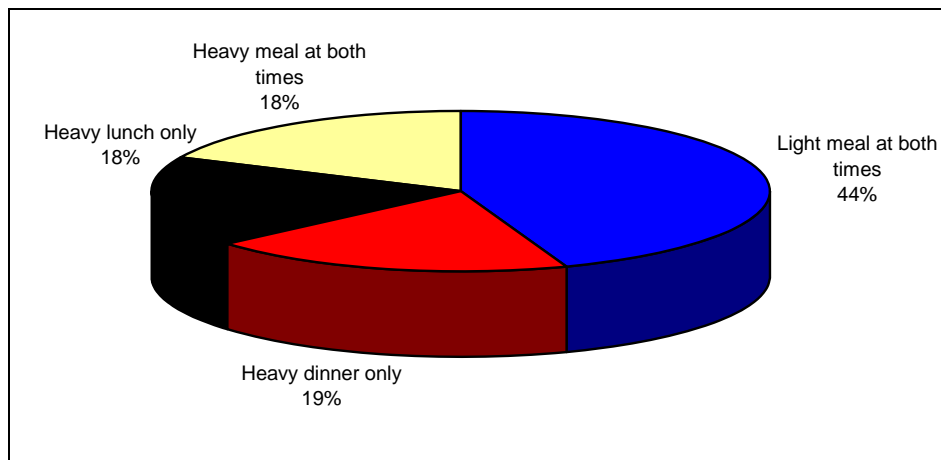


Source: Gallup Survey, 2009.

Health and Nutrition

PREFERENCE FOR HEAVY AND LIGHT DIET

Question: Some people have heavy lunch or dinner or both. What do you have mostly?

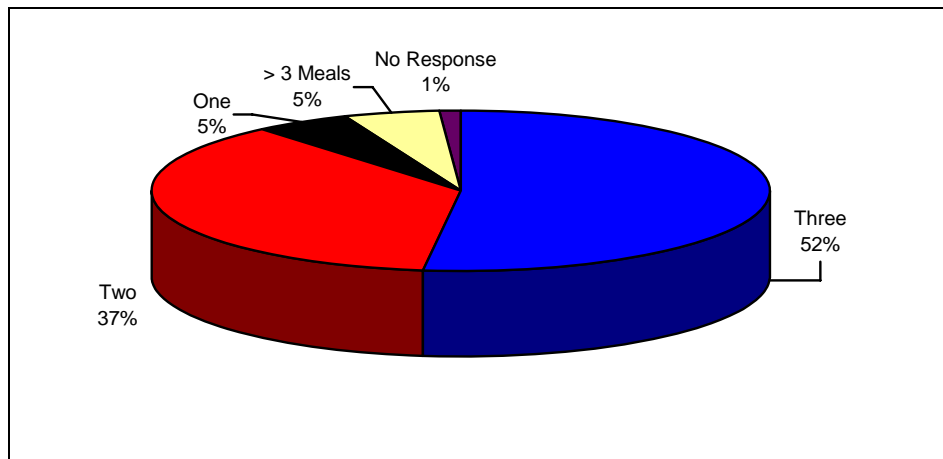


Source: Gallup Survey, 2008.

Health and Nutrition

HOW MANY MEALS IN A DAY?

Question: How many meals **do you have** in a day?

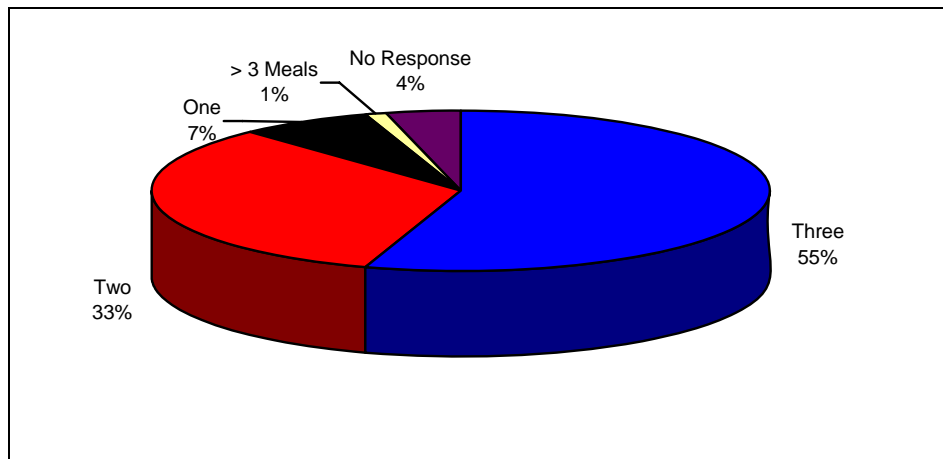


Source: Gallup Survey, 2009.

Health and Nutrition

HOW MANY MEALS IN A DAY?

Question: How many meals **should be taken** in your opinion, in a day?



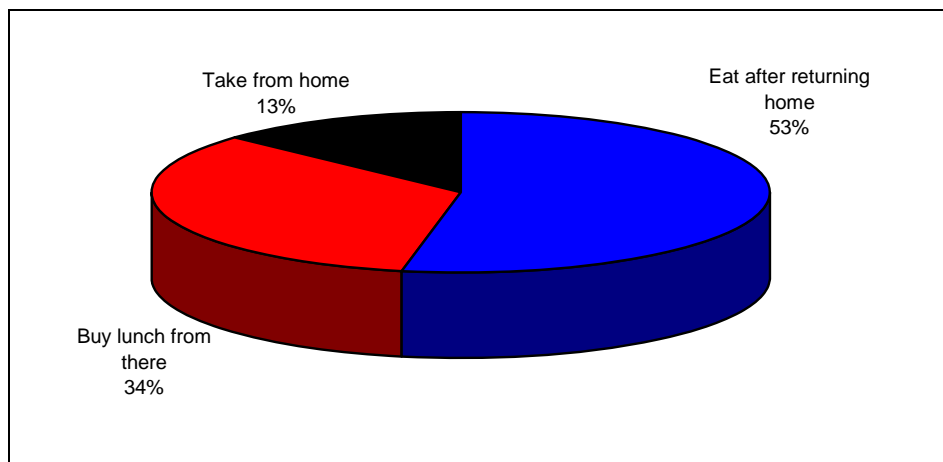
Source: Gallup Survey, 2009.

Health and Nutrition

PLACE OF LUNCH?

Question: Do you go away for work/employment? If yes, then what do you do for your lunch?

Away from Home at Lunch = 32%

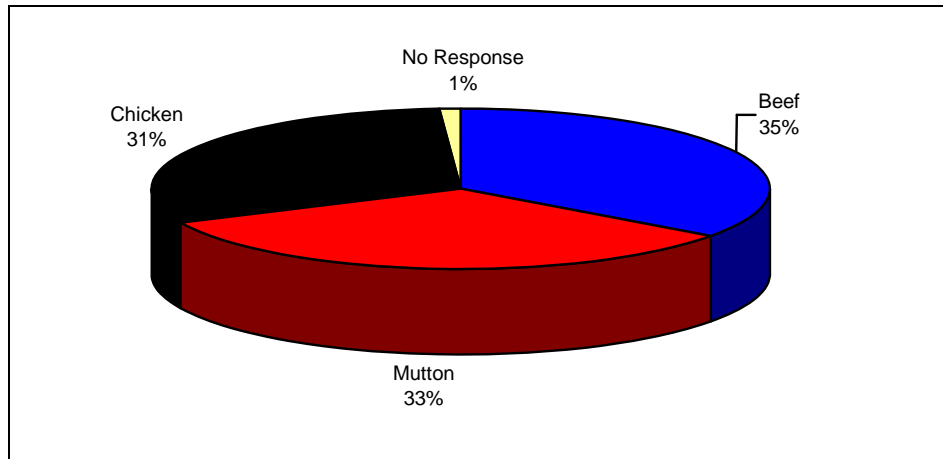


Source: Gallup Survey, 2005.

Health and Nutrition

CHOICE OF MEAT

Question: What type of meat do you **personally like** the most?

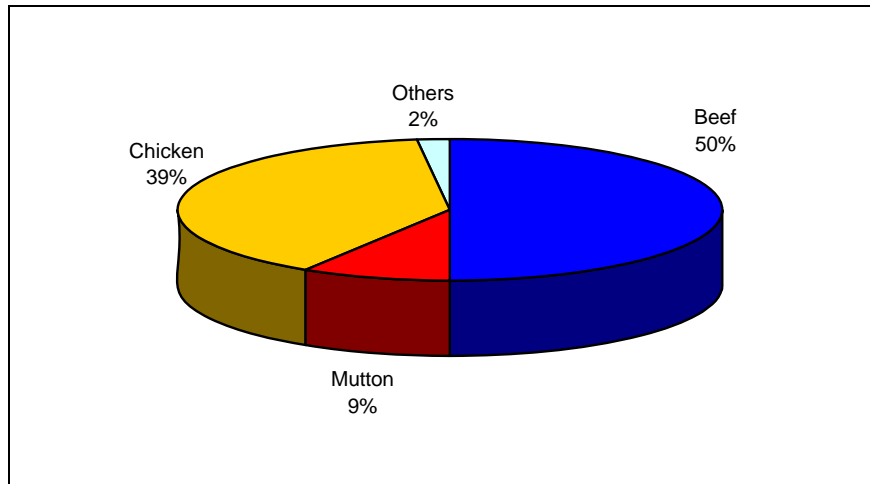


Source: Gallup Survey, 2008.

Health and Nutrition

CHOICE OF MEAT

Question: What type of meat is **mostly used** in your household?

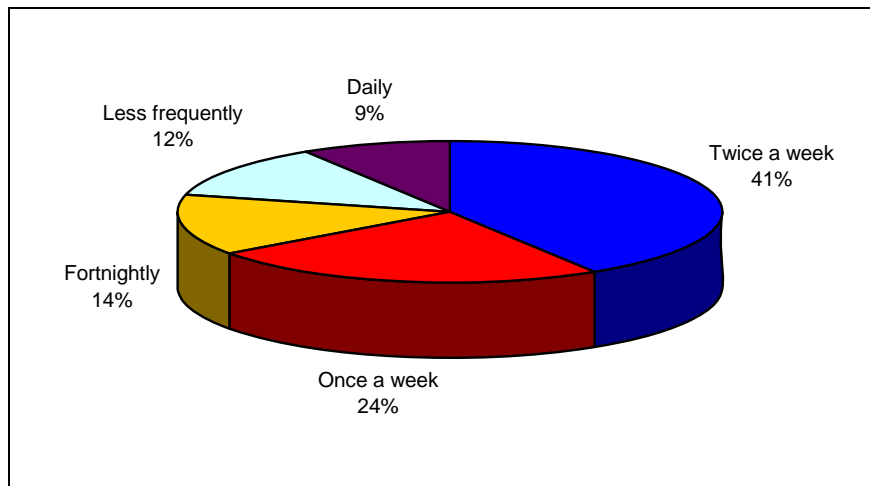


Source: Gallup Survey, 2009

Health and Nutrition

PREFERENCE FOR FOOD

Question: How often is meat eaten in your household?

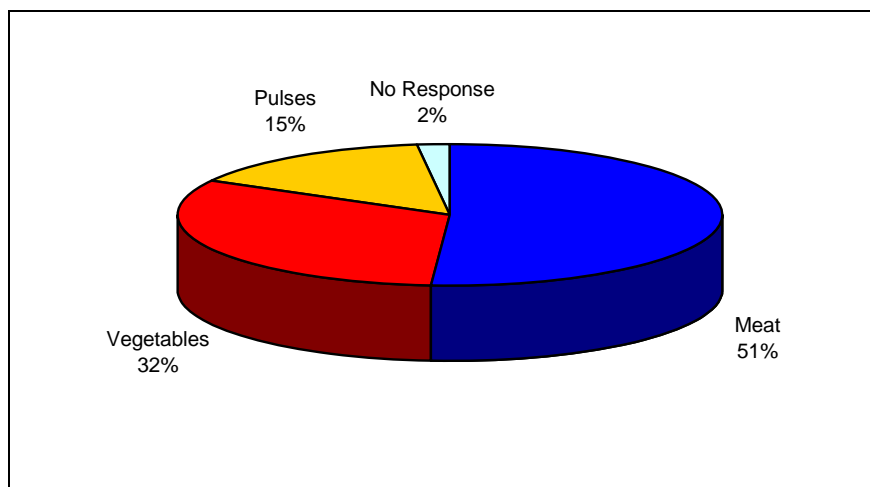


Source: Gallup Survey, 2009.

Health and Nutrition

PREFERENCE FOR FOOD

Question: If the price of all the three food items is equal, what would you prefer in your diet?

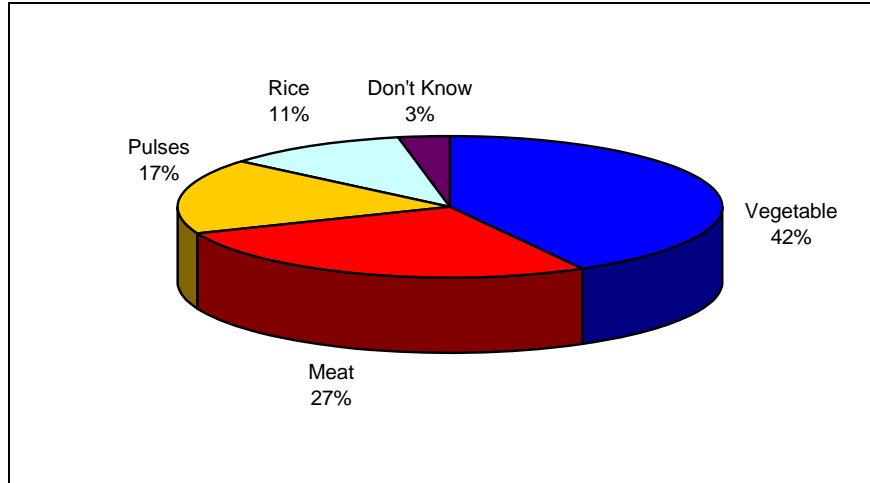


Source: Gallup Survey, 2009.

Health and Nutrition

PREFERENCE FOR FOOD: FOOD ON A RANDOM DAY?

Question: What is the menu of your meal today in the household?

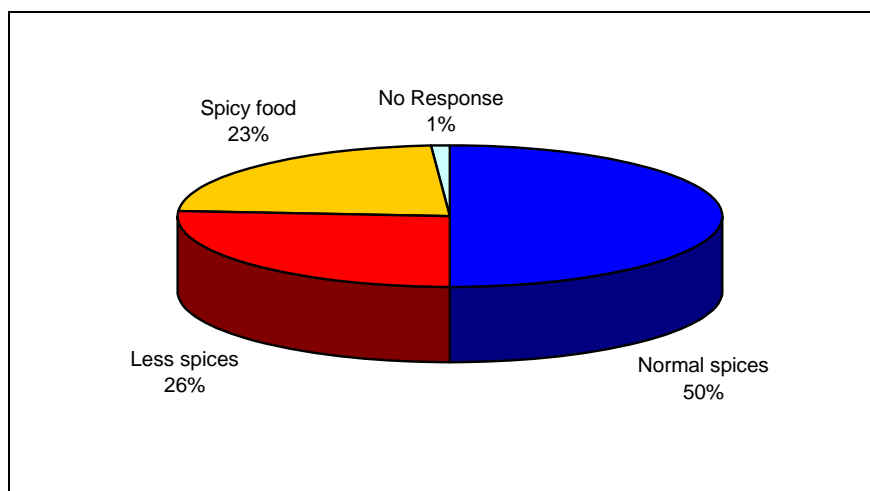


Source: Gallup Survey, 2009.

Health and Nutrition

PREFERENCE FOR SPICES

Question: Some people like hot and spicy food, others like fewer spices. What kind of food do you like?

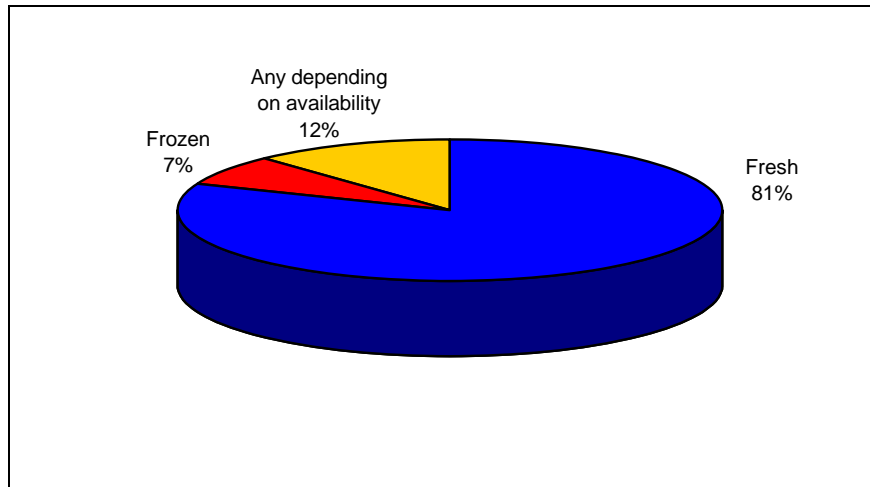


Source: Gallup Survey, 2009.

Health and Nutrition

PREFERENCE FOR FRESH AND FROZEN FOOD

Question: Do you buy **fresh meat** from butcher's shop or do you buy **frozen meat**?

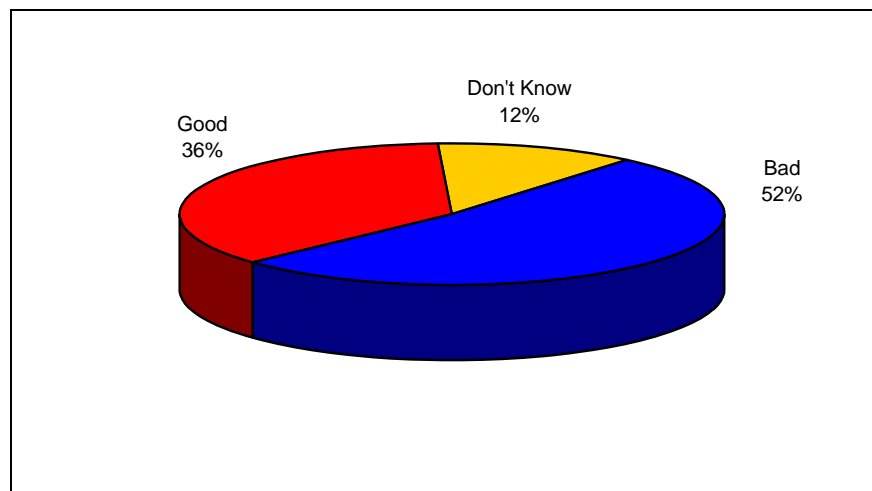


Source: Gallup Survey, 2007.

Health and Nutrition

PREFERENCE FOR FRESH AND FROZEN FOOD

Question: Some people believe it is not good to use frozen food and others consider it good. What is your view regarding frozen food?

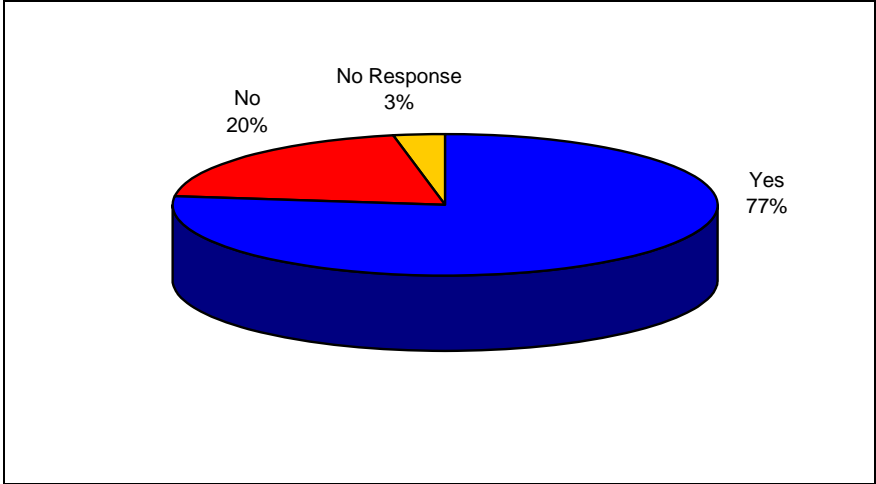


Source: Gallup Survey, 2007.

Health and Nutrition

TEA

Question: Do you take tea (sometimes/often)?

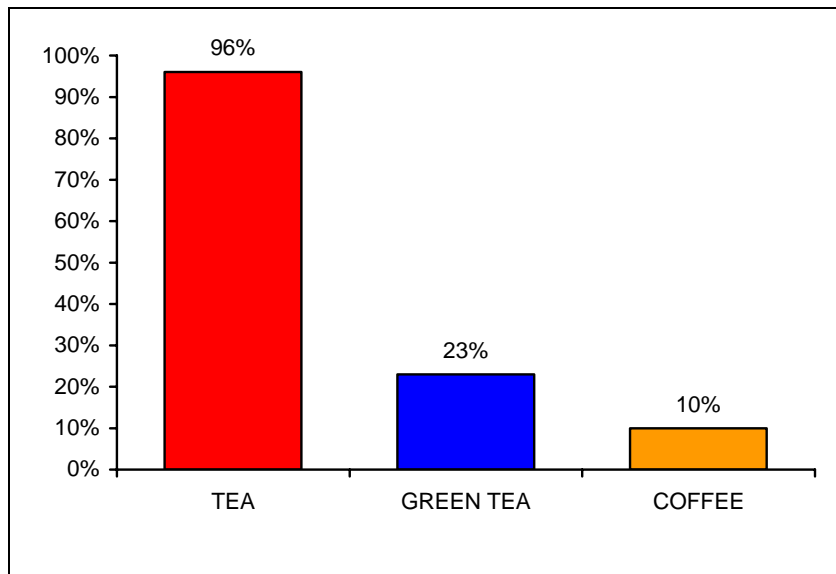


Source: Gallup Survey, 2009.

Health and Nutrition

TEA AND ITS KINDS

Question: What is used in your household?

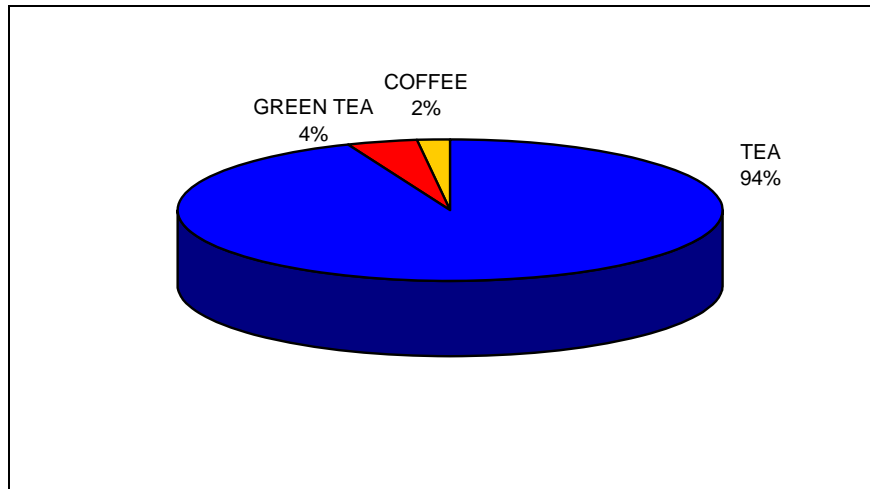


Source: Gallup Survey, 2009.

Health and Nutrition

TEA AND ITS KINDS

Question: Among tea and its kinds which one is used **most often** in your household?

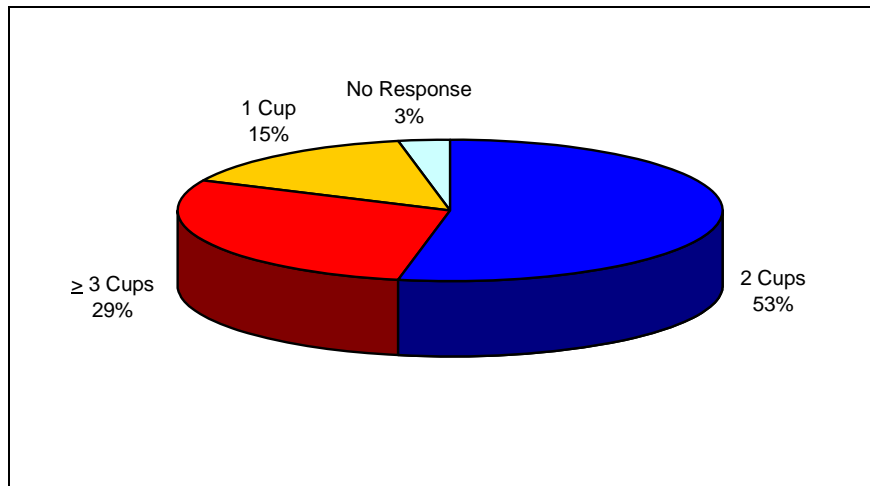


Source: Gallup Survey, 2009.

Health and Nutrition

TEA: HOW MANY CUPS IN A DAY?

Question: How many cups of tea do you take in a day?*



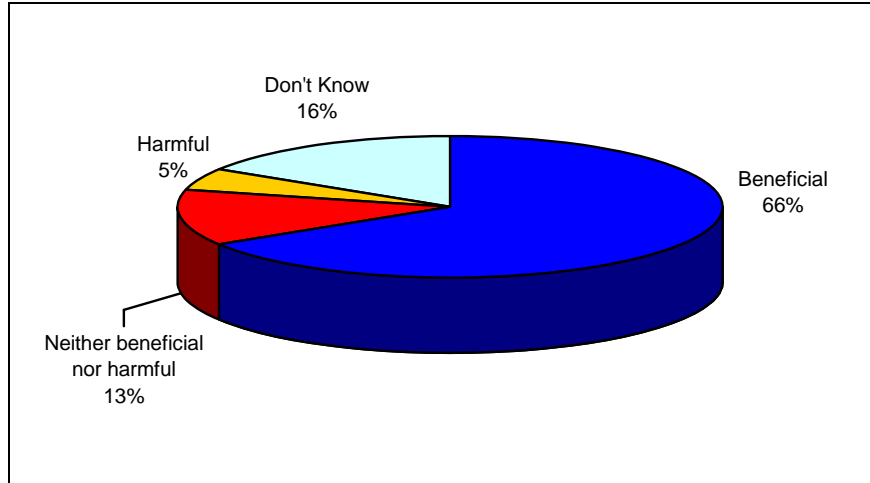
Source: Gallup Survey, 2009.

* Only among those who say they drink tea.

Health and Nutrition

PERCEPTIONS ABOUT IODIZED SALT

Question: In your view, is iodized salt beneficial or harmful for health?

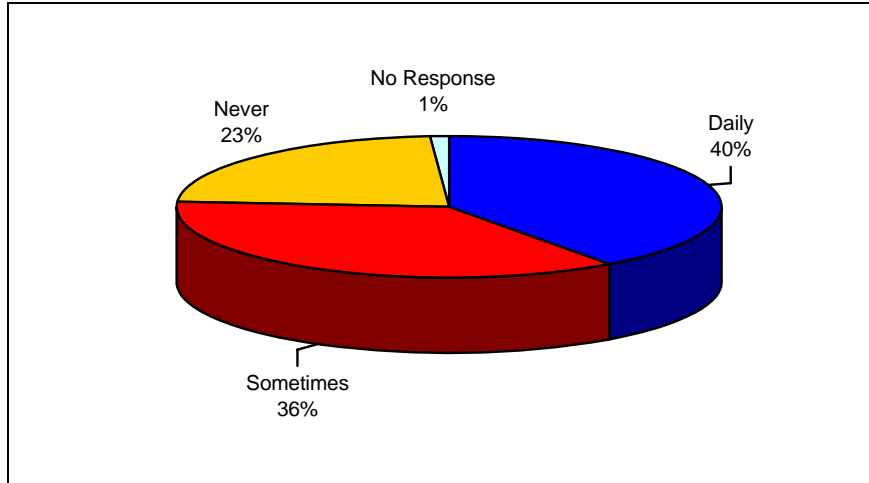


Source: Gallup Survey, 2008.

Health and Nutrition

PRACTICE OF USE OF IODIZED SALT

Question: Do you use iodized salt in your household?

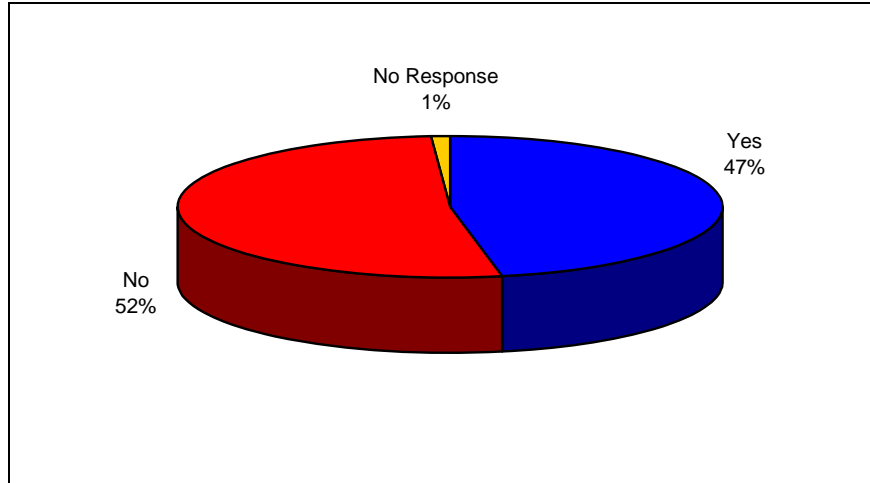


Source: Gallup Survey, 2008.

Health and Nutrition

MEDIA CAMPAIGN ON IODIZED SALT: DO PEOPLE REMEMBER?

Question: Have you seen 'Hand and Handi' sign on any ad. on TV/newspaper?

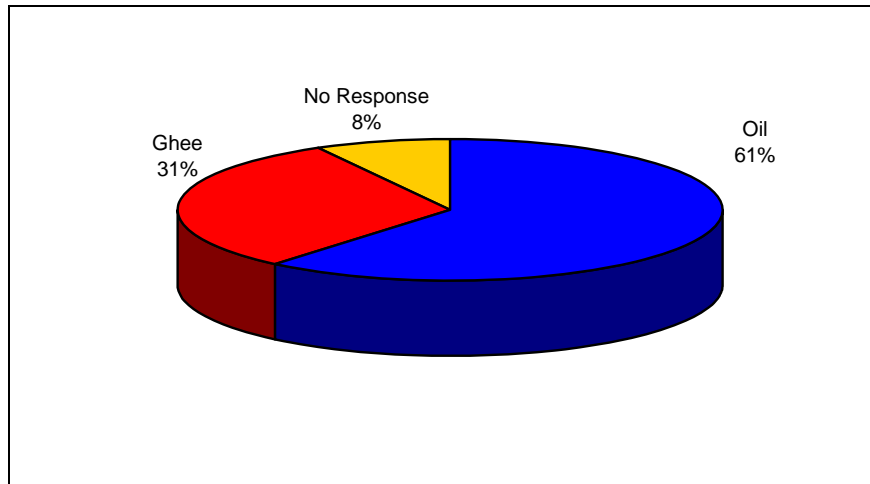


Source: Gallup Survey, 2008.

Health and Nutrition

PERCEPTIONS ABOUT OIL / GHEE

Question: In your opinion, which one is better for health, oil or ghee?

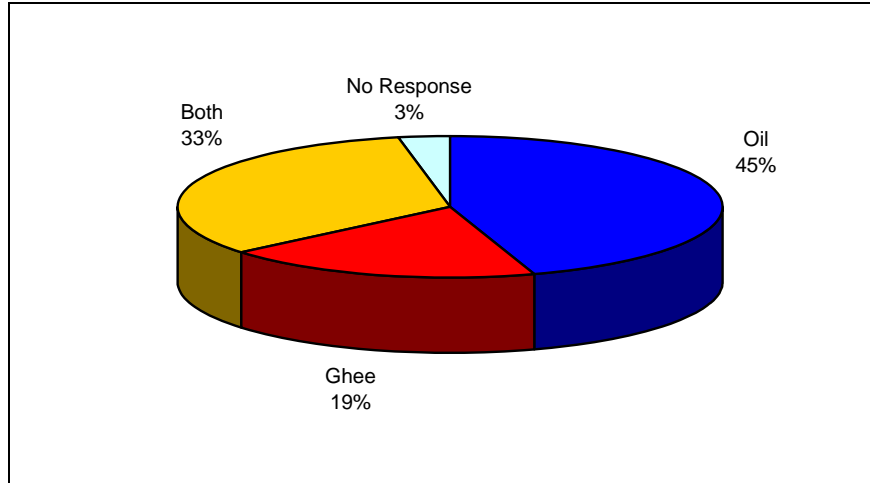


Source: Gallup Survey, 2008.

Health and Nutrition

USAGE OF OIL/GHEE

Question: What is used for cooking food in your household?

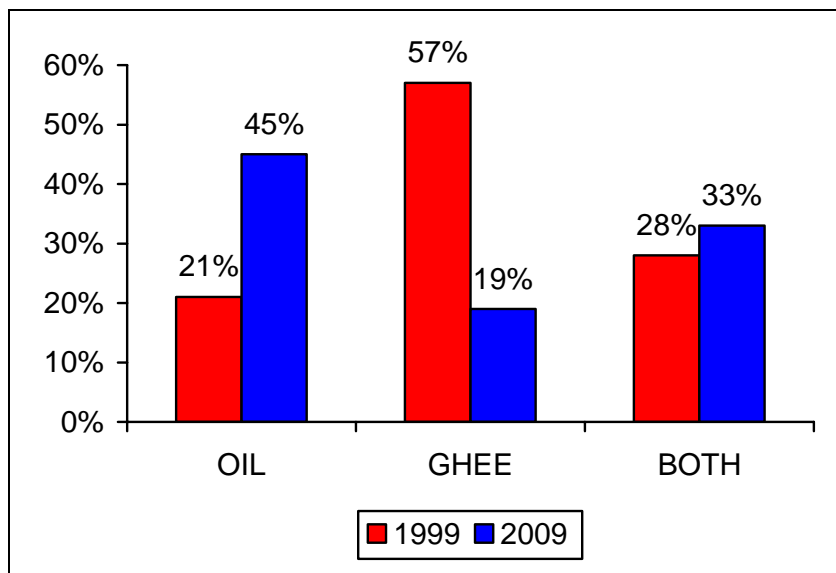


Source: Gallup Survey, 2009.

Health and Nutrition

USAGE OF OIL/GHEE

Question: What is used for cooking food in your household?



Source: Gallup Survey, 1999 and 2009

Health and Nutrition

ATTITUDES TOWARDS DIET

Question: I will read a few statements, please tell me whether you agree or disagree with each of the following?

Percent of Respondents who agree

| | |
|--|-----|
| I always read the ingredients whenever I buy some packaged food Item. | 54% |
| I do not prefer to add healthy food in my diet. | 54% |
| I often read newspaper / magazines so that I get to know about beneficial food items. | 35% |
| I think frozen foods are as good as fresh food. | 35% |

Source: Gallup Survey, 2004

2. EXERCISE AND WEIGHT CONTROL:

Exercise

Doctors advocate regular exercise for a healthy life and as a treatment for different diseases. Majority (83%) of Pakistanis consider exercise/walk to be important for health (59) but only 23% of Pakistanis say that they go for a walk or do some exercise. Of those who claim to be doing some exercise, 49% do it daily, 37% do it once a week and 13% do it occasionally. (72) Considering the low practice of exercise in the community, it is important to create awareness about the health benefits of exercise and promotion of healthy lifestyles.

Weight Control:

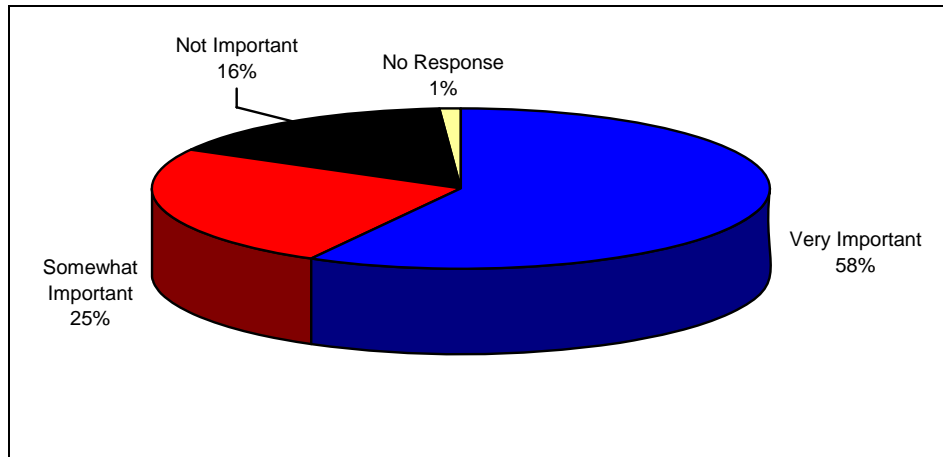
Obesity is a growing problem for the developed world. Pakistanis don't appear to be weight conscious. Only 35% say that they have ever weighed themselves. We don't have any reliable data for the average body weight of an adult Pakistani. But 54% consider their body weight to be normal, 16% consider them to be overweight, 7% consider them underweight and 23% didn't comment about it. Only 29% say that they are concerned about the fluctuations in body weight. (72)

Only 16% of respondents claim to have ever tried to reduce their weight by 'dieting'. The measure taken for 'dieting' was primarily dietary control (reduction in diet, 34%; avoiding fatty food, 46%). Only 19% did exercise to control their weight. (72) The main reason for 'dieting' was obesity/being overweight (67%). 12% did it on doctor's advice, 9% did it to control high cholesterol levels and 4% did it to control diabetes. (41)

Health and Nutrition

EXERCISE: IS IT GOOD FOR HEALTH?

Question: Do you think, is exercise and walk important for health?

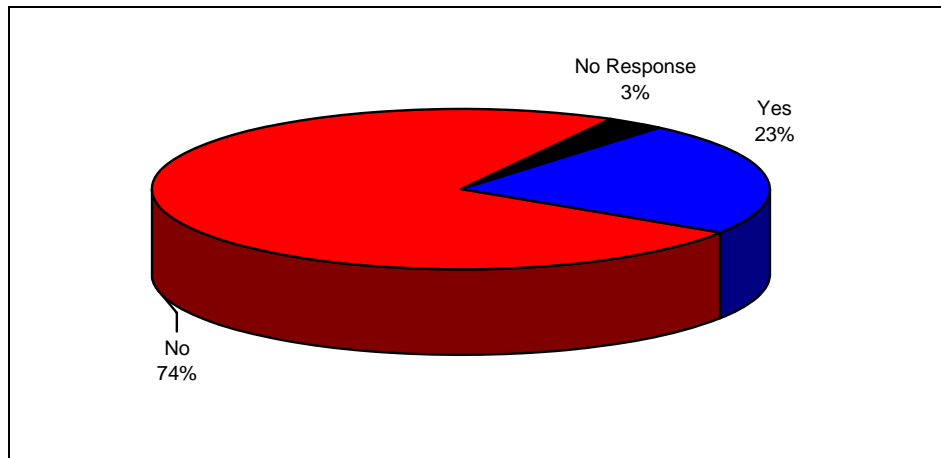


Source: Gallup Survey, 2008.

Health and Nutrition

EXERCISE: DO YOU DO IT?

Question: Some people do exercise or walk in order to remain fit and healthy. Have you ever done exercise or walk?

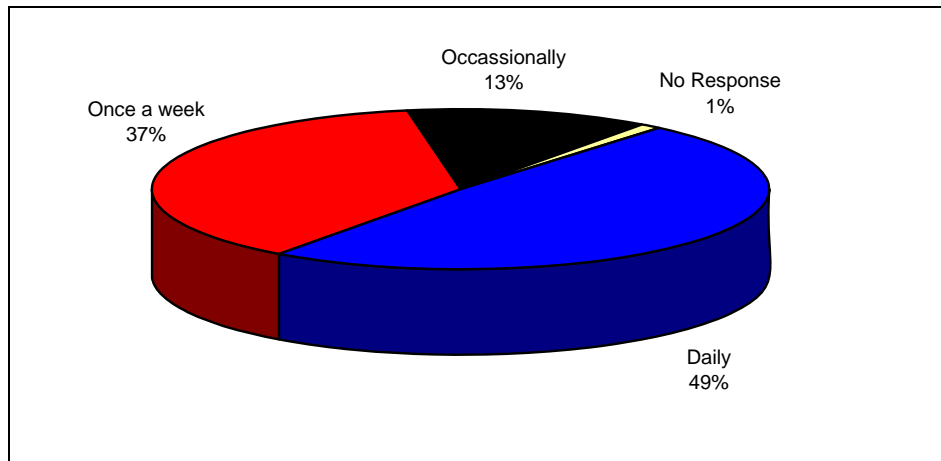


Source: Gallup Survey, 2009.

Health and Exercise

EXERCISE: HOW OFTEN?

Question: If you do exercise/walk, how often do you do it?*



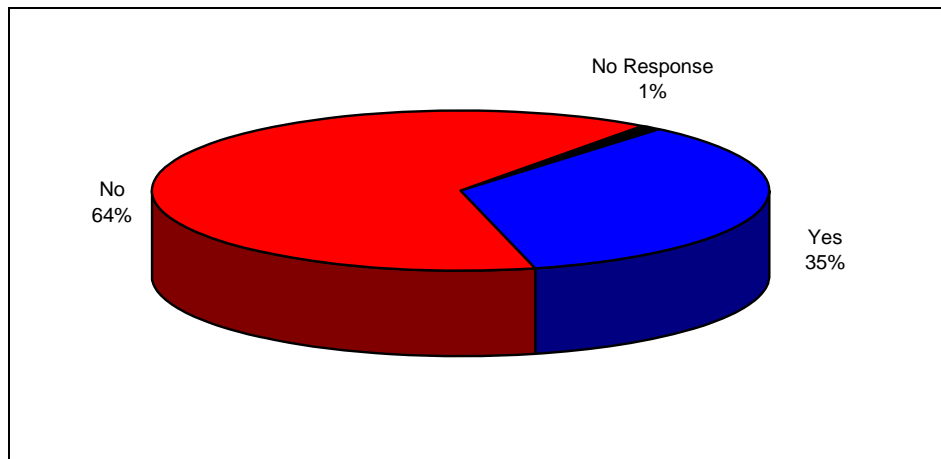
Source: Gallup Survey, 2009.

* Only those who say they have ever done exercise/walk.

Health and Nutrition

WEIGHT CONSCIOUSNES: EVER WEIGHED YOURSELF?

Question: Have you ever got a chance to weigh yourself?

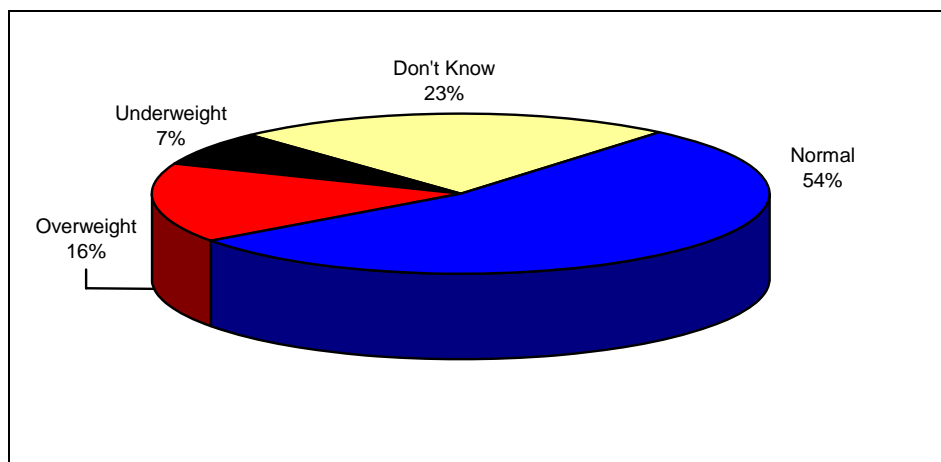


Source: Gallup Survey, 2009.

Health and Nutrition

WEIGHT CONSCIOUSNES:
PERCEPTIONS ABOUT PERSONAL BODY WEIGHT?

Question: Overall, do you consider your body weight to be more than normal, less than normal or normal?



Source: Gallup Survey, 2009.

Health and Nutrition

WEIGHT CONSCIOUSNES:
DOES WEIGHT CHANGE MATTER?

Question: Usually how concerned are you about the increase or decrease in your body weight?

Percent of Respondents

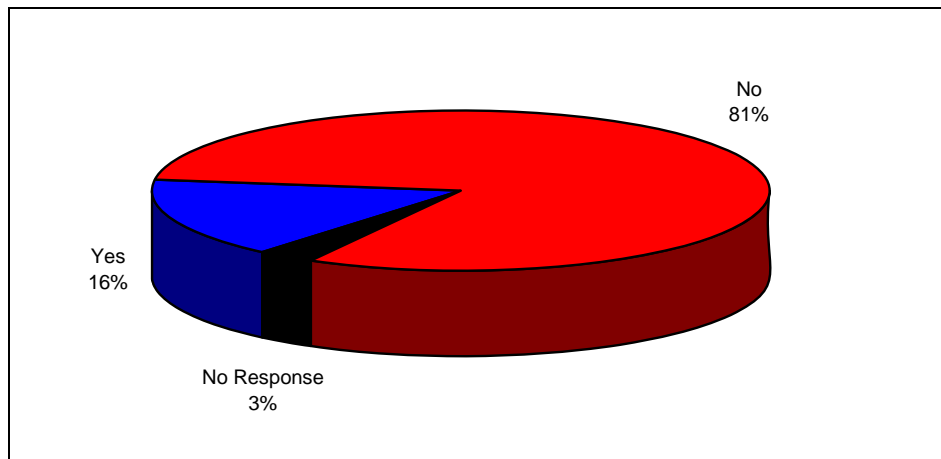
| | |
|--------------------------|-----|
| Concerned | 29% |
| Not concerned | 42% |
| My weight remains stable | 28% |
| No Response | 1% |

Source: Gallup Survey, 2009.

Health and Nutrition

WEIGHT CONTROL: EVER TRIED TO REDUCE WEIGHT?

Question: Have you ever tried **'dieting'** in order to reduce your body weight?



Source: Gallup Survey, 2009.

Health and Nutrition

WEIGHT CONTROL: HOW TO DO IT?

Question: If you ever tried to control weight, what measure did you take for it? *

Percent of Respondents

| Dietary Measure | |
|------------------------|-----|
| 1. Reduction in Diet | 34% |
| 2. Avoiding fatty food | 46% |
| Exercise | 19% |
| No Response | 1% |

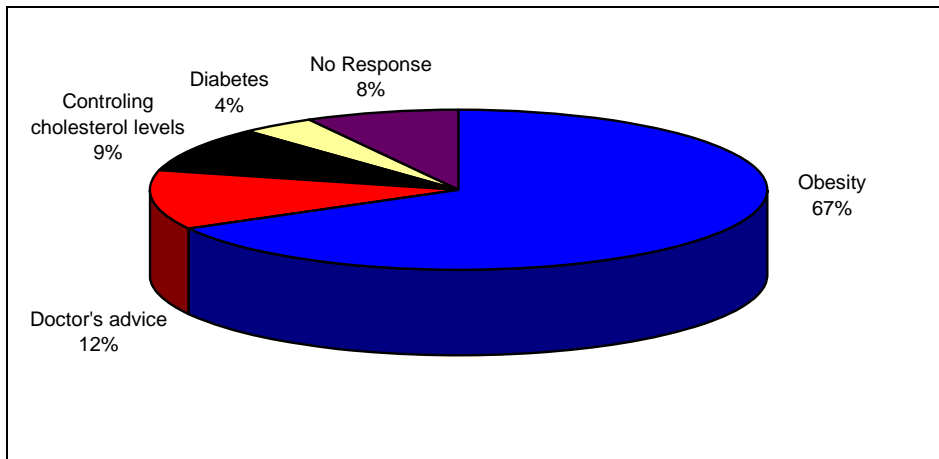
Source: Gallup Survey, 2009.

* Only those respondents who have ever tried to control weight.

Health and Nutrition

**WEIGHT CONTROL:
WHY DO PEOPLE TRY TO REDUCE WEIGHT?**

Question: If you ever tried to control your body weight, what was the reason for doing it? *



Source: Gallup Survey, 2009.

* Only those respondents who claim to have ever tried to reduce their body weight.

**PART III:
HEALTH AND LIFESTYLE**

B. SMOKING AND ADDICTION

B. SMOKING AND ADDICTION

The impacts of regular tobacco smoking are being recognized around the world as harmful to the health of the smokers as well as those breathing in the same atmosphere. Anti-smoking campaigns throughout the world have been successful in educating the general public about the possible links between tobacco and cancer. Gallup Pakistan has been conducting surveys since 1985 accessing popular views about smoking. The results provide revealing trends in public perceptions

There are different ways in which tobacco is smoked in this region. The most common among users are cigarettes (15 %), followed by the *hukka* (7%) which is a traditional smoking pipe used predominantly in rural areas. Very few people eat tobacco, either in the form of *paan*, a traditional condiment (6 %), or in *naswar* (5 %). (59)

“In what form do you consume tobacco?”

| | 2008 |
|-------------------|------|
| | % |
| Cigarettes | 15 |
| Hukka | 7 |
| Paan | 6 |
| Naswar | 5 |

The incidence of smoking cigarettes is high among Pakistani men. Overall, two-thirds (64 %) smoke or have smoked at some point in their life. Out of these one third (36 %) are regular smokers (*who smoked a cigarette within the previous week*), while two thirds (64 %) reported having smoked a cigarette more than a week ago. (73)

Majority of smokers (49%) report consuming less than a packet a day, followed by 27% who smoke one pack and 10% use more than one pack of cigarettes daily. (74) Keeping in mind this high consumption level, nearly half (54%) are convinced that they are highly addicted to smoking tobacco. (74)

More than half of all smokers (54%) said they started smoking after the age of 18. 22% admit having started smoking between 16 to 18 years of age and 9% claim to have begun before 16 years of age. (74) The recurrent reason for starting to smoke is curiosity. The majority (66%) claim to have started smoking for the sake of interest. A significant number, 25%, developed the habit under peer pressure. (59) Interestingly, a large number (57%) of smokers say that they want to quit smoking but out of these only 61% have ever tried to quit it. (59) Those who have never tried quitting maintain that it is a firm habit now (32%). For 17% of smokers, the reason for not quitting is that this habit is a source of comfort. For another 18% it helps in the digestion of food. A large number (36%) could not give any reason as to why they had never tried to quit this habit. (75)

There is wide acceptance of the fact that smoking is injurious to health. Majority (71% very harmful and 14% harmful) consider that smoking is harmful for health. (60) Majority agrees that it plays an important role in causing heart disease (93%), lung diseases (92%) and cancer

(93%). (67) 75% say that smoking is equally harmful for men and women whereas, 14% consider it to be more harmful for women's health as compared to men. (60)

Generally (40%) people believe that smokers as well as cigarette manufacturing companies are equally responsible for the adverse effects of smoking on health, whereas 27% think that manufacturing companies are responsible and 12% hold smokers to be the main culprits for the negative impact of smoking. (74)

Responding to national and international pressures, governments across the world have put various kinds of restriction on the advertising and sale of cigarettes. Majority of Pakistanis (86%) support heavy taxes on cigarettes, (70) 79% think that there should be a ban on cigarette ads on TV/radio, while 68% advocate a complete ban on the sale of cigarettes altogether. (75)

In Pakistan it is mandatory for cigarette companies to warn the user of its bad effects on health. However, these words of caution are not always getting across. When we asked people if they knew of the warnings that follow the cigarette advertisements, 70% knew the statement 'smoking is injurious to health: Ministry of Health.' However, only 35% people knew the statement 'under age sale of cigarettes is prohibited'. Only 49% knew that there is a statement 'smoking causes cancer and heart diseases' at the end of every cigarettes ad. (59)

Scientific studies reveal that passive smoking is as harmful as actively smoking a cigarette. Majority of the population supports ban on smoking in public places. Interestingly the largest support is for ban on smoking in public transport (93%). Comparatively less people favor ban in offices and hotels/restaurants (87%) and 85% favor ban on smoking in recreational places/parks. (60)

It would appear that while smoking is a habit for many Pakistanis, it is a habit highly disapproved by many more.

Narcotic Addiction

Drug abuse and narcotics are a global concern and a rising social and health problem. Over the years we have compiled the views of Pakistanis on this issue, showing growing awareness and unfortunately growing abuse.

61% think that heroin and opium addiction is increasing in the country. (76) In 1998 this figure was lower when 42% of urban male respondents considered addiction to be rising in the country. (77) Half (50%) of Pakistanis think that addiction is more common in the youth while 37% think it affects all age groups. (78)

Drugs are scorned for their adverse impact on personal health by 29 % Pakistanis, while 31 % think the fatal impact of drugs is on family life. 24 % believe that the inculcation of criminal habits is the worst impact while 12% view the economic loss it causes as its greatest disadvantage. (76)

In Pakistani society, while drug abuse is abhorred, drug addicts are not considered social outcasts. The majority of Pakistanis hold a reformatory view about these individuals, with 68 % supporting proper treatment, and only 15 % supporting punishment and even fewer (14 %) think they should be left on their own. According to the public, the best method to reform

addicts is with the help of family elders (31 %), with the help of religious scholars (31%) and with involvement of prominent people of the neighborhood (21%). 17% say that there should be media campaigns to reform the addicts. (76)

We asked our respondents a hypothetical question that given a chance to use drugs, what would be the most compelling reason for them to resist. Sixty two percent (62%) said that they would not use them because of their adverse effects on health, 20% would avoid them because of religious reasons and 17% would not use because they fear the bad reputation associated with addiction. (76)

It is interesting to note that when the same question was asked in 1998, the religious reasons were favored by 40% and health reasons by 47% as the reason for avoiding narcotic use. (77)

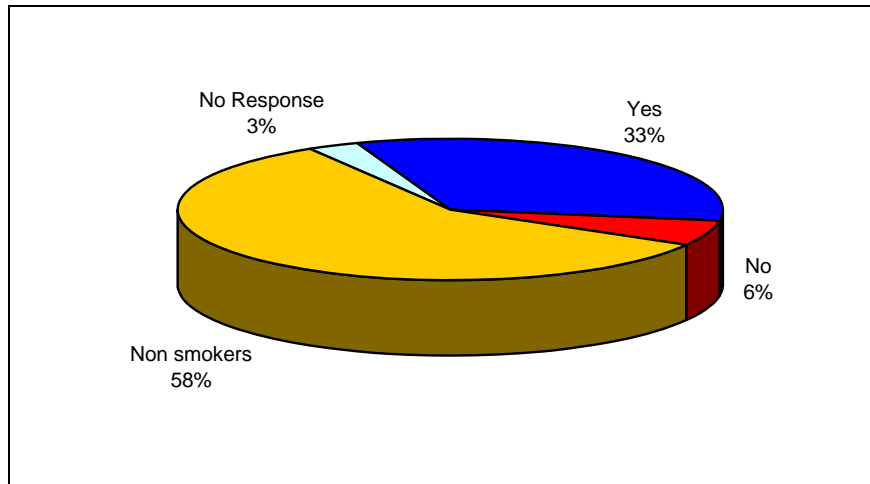
While the majority of the respondents (66%) claim to have never been acquainted with an addict in real life, 20% said they knew at least one person who has used drugs in the past or was an addict. 10% knew a few such persons while 4% knew many of such people. (76)

Among a list of things which are harmful for health like drugs and alcohol, the majority (76%) consider heroin to be the most harmful followed by alcohol which is considered to be the most harmful by 17% of the people. (77)

Smoking and Addiction

SMOKERS AND NON SMOKERS

Question: Have you got a chance to smoke in the last week?

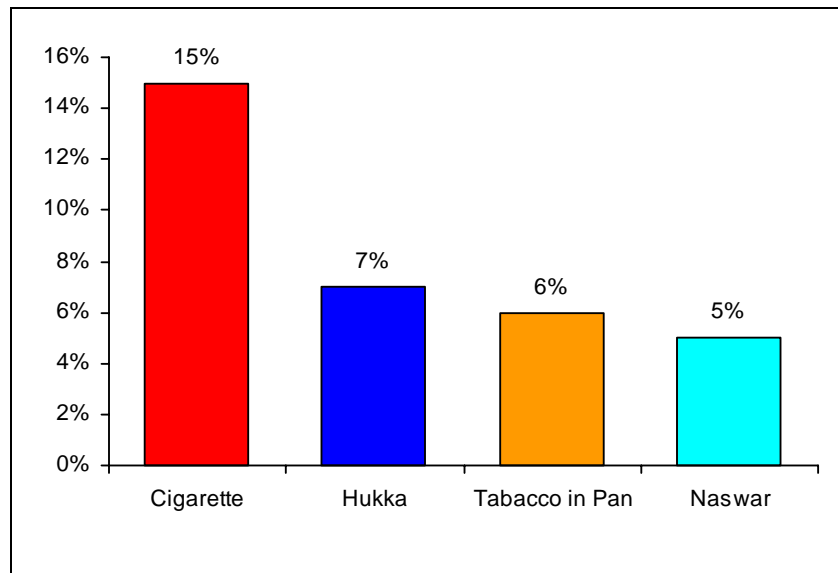


Source: Gallup Survey, 2008

Smoking and Addiction

DIFFERENT FORMS OF TOBACCO USE

Question: Do you use tobacco in any of the following forms?

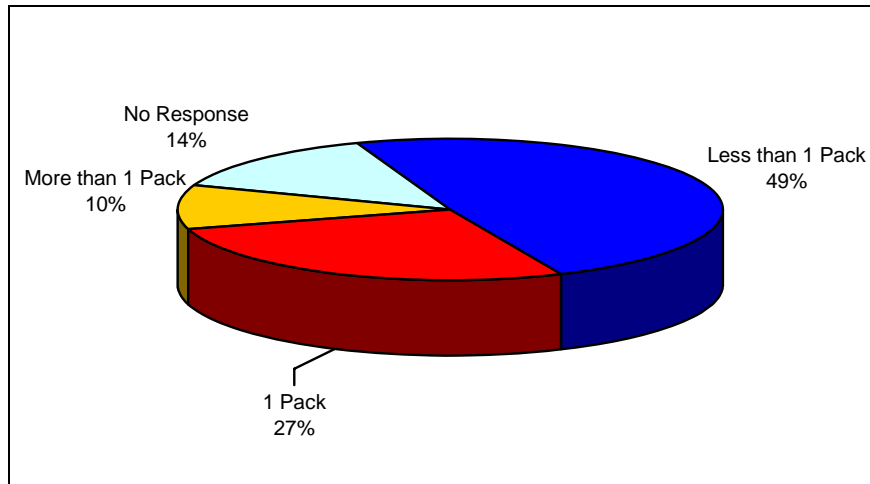


Source: Gallup Survey, 2008

Smoking and Addiction

SMOKERS: FREQUENCY OF SMOKING

Question: How many packs of Cigarette do you smoke in a day on average?

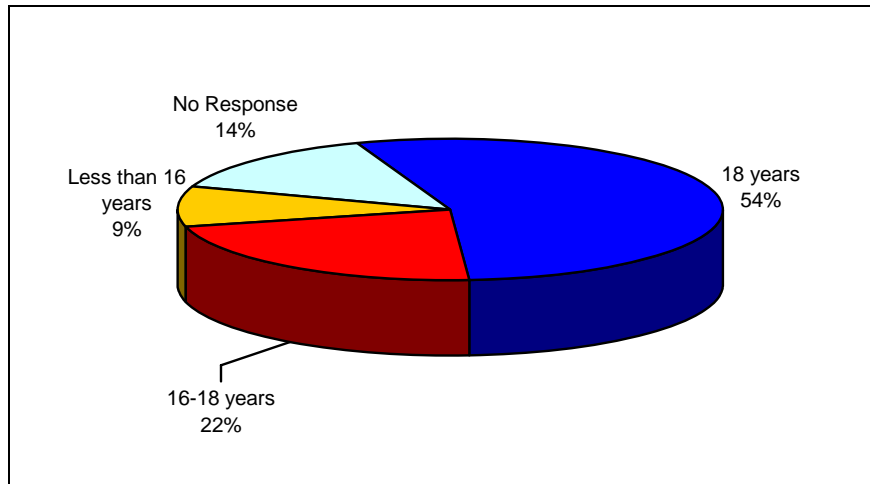


Source: Gallup Survey, 2008

Smoking and Addiction

SMOKERS: AGE OF STARTING SMOKING

Question: At what age, did you first start Smoking?

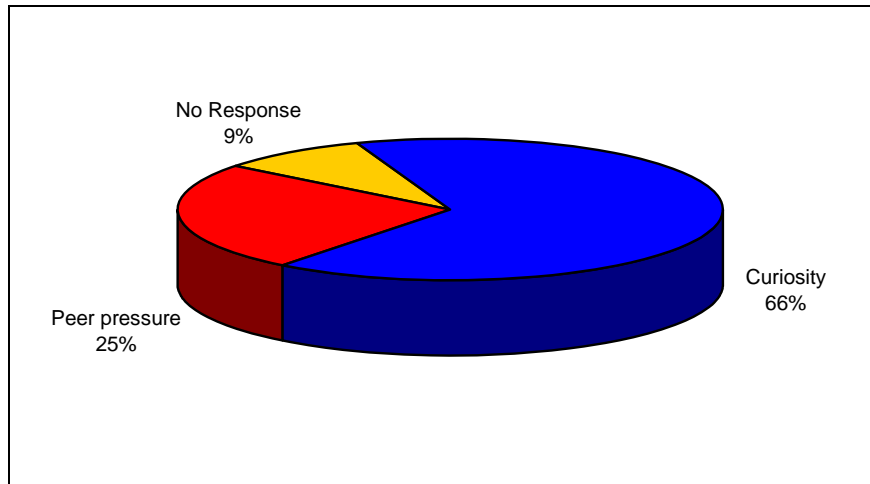


Source: Gallup Survey, 2008

Smoking and Addiction

SMOKERS: WHY START SMOKING?

Question: Why did you start smoking?

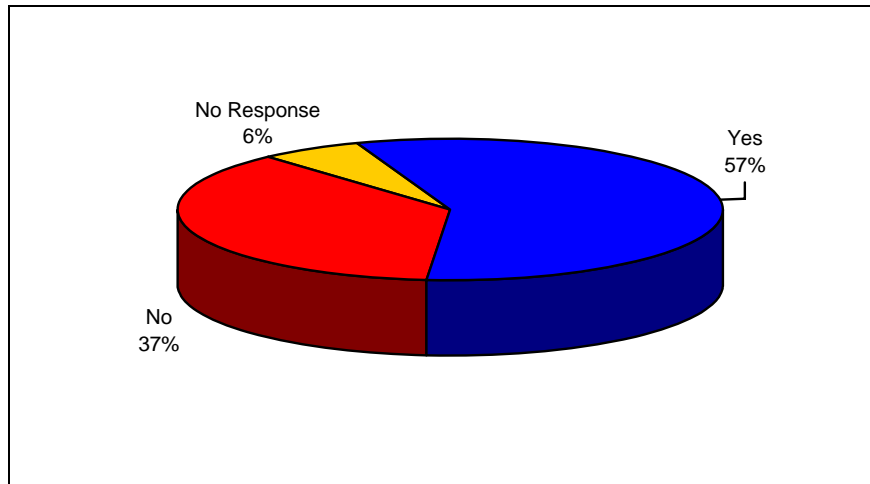


Source: Gallup Survey, 2008

Smoking and Addiction

SMOKERS: QUIT OR NOT?

Question: Do you want to quit smoking?

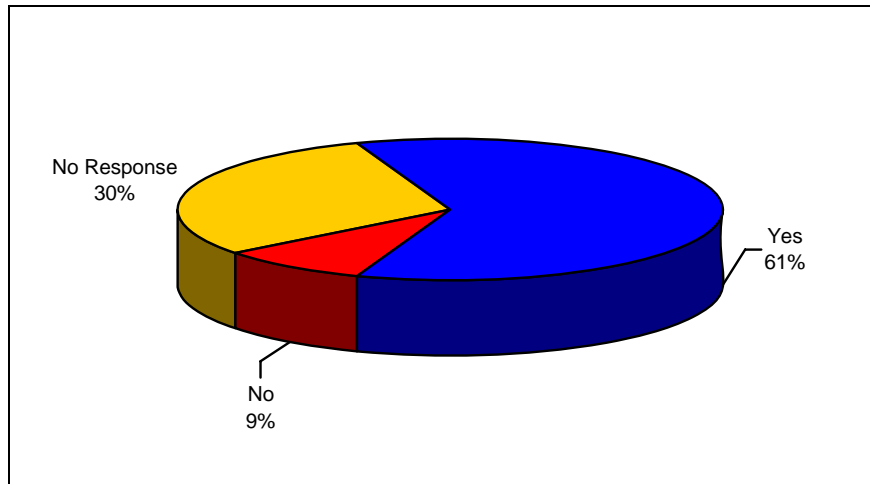


Source: Gallup Survey, 2008

Smoking and Addiction

SMOKERS: QUIT OR NOT?

Question: If you want to quit smoking, have you ever tried it? *



Source: Gallup Survey, 2008

* Only those who say they want to quit smoking.

Smoking and Addiction

SMOKERS: WHY NOT QUIT?

Question: If you have never tried to quit smoking, what is the reason?

Percent of Respondents

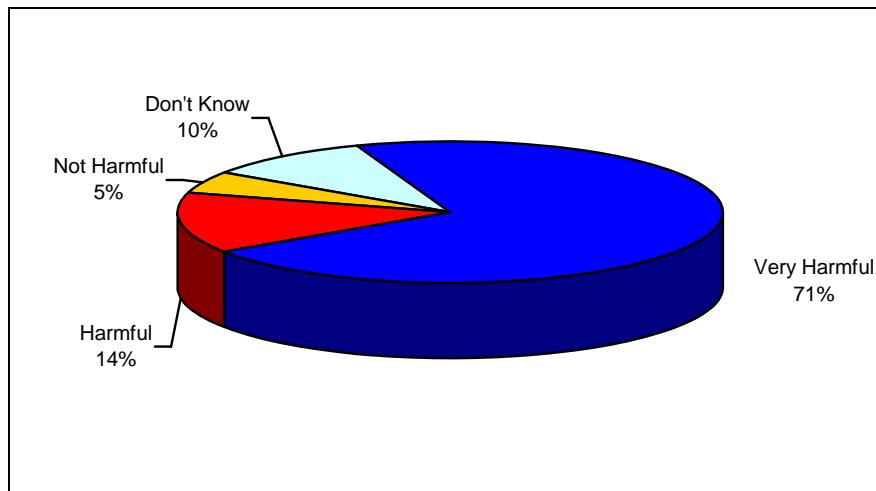
| | |
|--|-----|
| It is a firm habit now | 32% |
| It gives comfort | 17% |
| It helps in digestion | 18% |
| I have started to smoke less number of cigarettes | 11% |
| Don't know | 36% |

Source: Gallup Survey, 2003

Smoking and Addiction

PERCEPTIONS ABOUT ADVERSE EFFECTS OF SMOKING: HOW HARMFUL?

Question: In your opinion, how harmful is smoking for health?

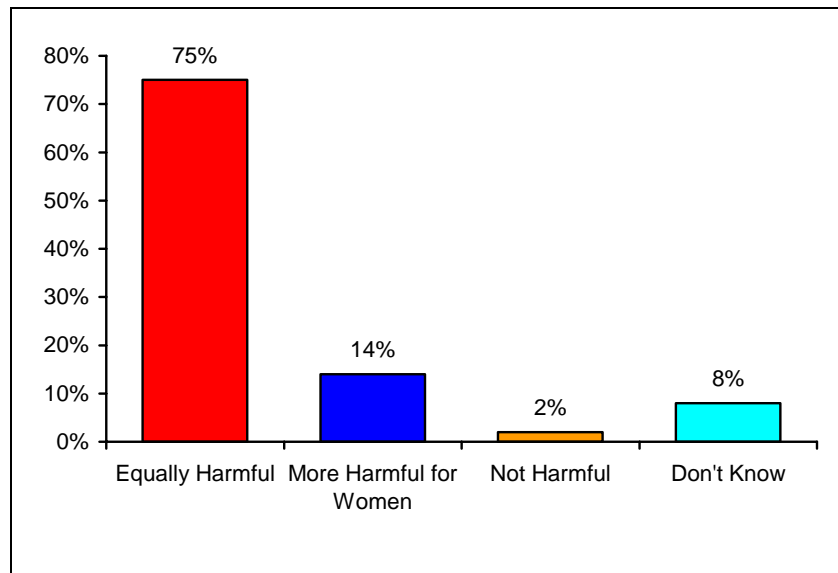


Source: Gallup Survey, 2009

Smoking and Addiction

PERCEPTIONS ABOUT ADVERSE EFFECTS OF SMOKING: MEN VERSUS WOMEN

Question: Some people think that smoking is harmful for men's health and even more harmful for women's health. Others think that it is equally harmful for both. Still others say that it is not harmful for anyone. What is your opinion in this regard?



Source: Gallup Survey, 2009

Smoking and Addiction

PERCEPTIONS ABOUT ADVERSE EFFECTS OF SMOKING

Question: Please tell how harmful is smoking for following **organs of the body** or how important is its role in causing following diseases of the human body?

Percent of Respondents

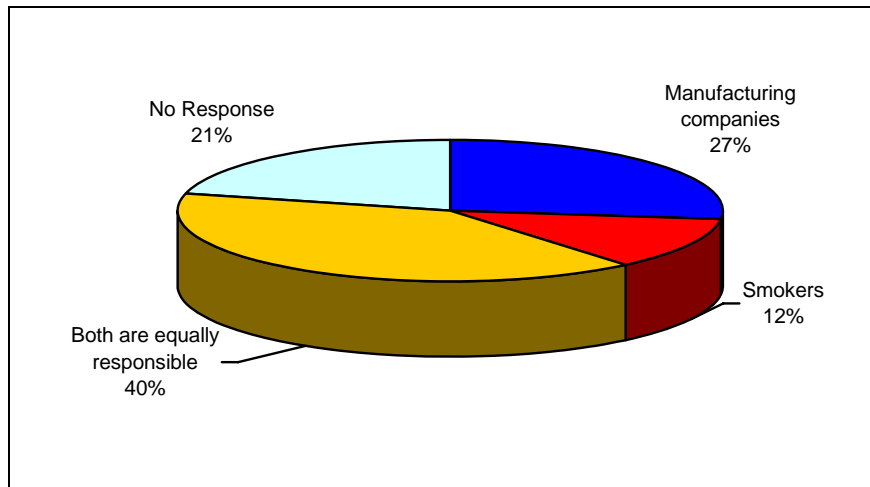
| | Very Important |
|-------------------------------------|-----------------------|
| Smoking causes Heart disease | 93% |
| Smoking causes Lung diseases | 92% |
| Smoking causes Cancer | 93% |

Source: Gallup Survey, 2008

Smoking and Addiction

PERCEPTIONS ABOUT HARMFUL EFFECTS OF SMOKING: WHO IS RESPONSIBLE?

Question: Who do you think should be held responsible for bad effects of smoking on health?



Source: Gallup Survey, 2008

Smoking and Addiction

ANTI SMOKING CAMPAIGN: DO PEOPLE REMEMBER THE MESSAGE?

Question: Do you know which statements about adverse effects of smoking follow the ad. of Cigarettes?

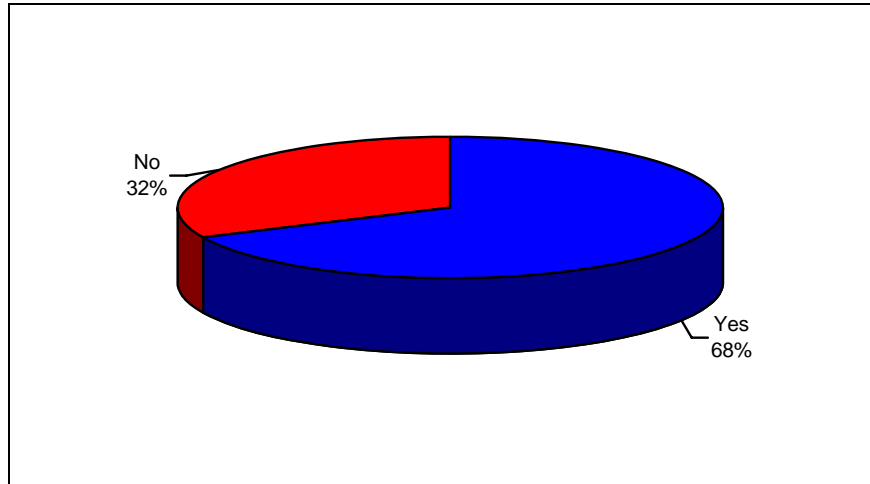
| | <i>Percent of Respondents</i> |
|---|--|
| | Those who say it is written |
| Smoking is <i>injurious</i> <i>To Health</i> : Minister: of Health | 70% |
| Smoking causes <i>Heart disease and Cancer</i> | 49% |
| Sale of Cigarettes to <i>under 18</i> <i>years</i> individuals is prohibited | 35% |

Source: Gallup Survey, 2008

Smoking and Addiction

ANTI SMOKING CAMPAIGN: DO PEOPLE FAVOR BAN?

Question: Do you think there should be ban on **sale** of cigarettes?

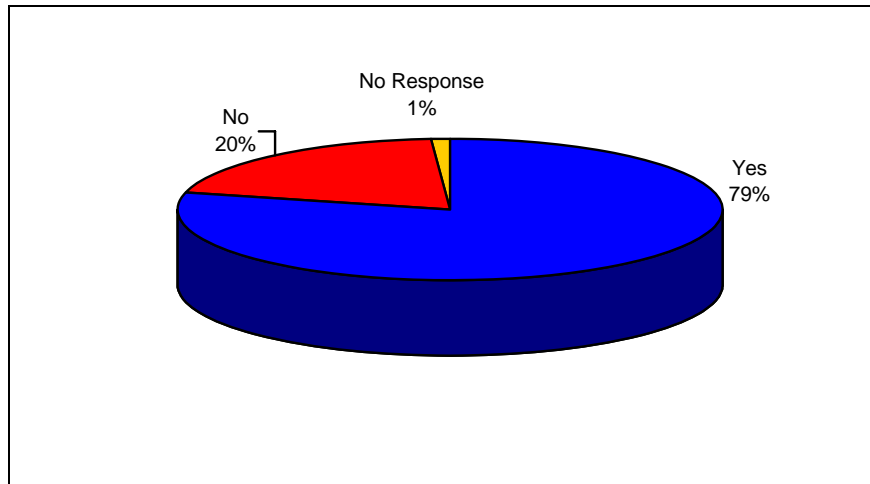


Source: Gallup Survey, 2003

Smoking and Addiction

ANTI SMOKING CAMPAIGN: DO PEOPLE FAVOR BAN?

Question: Do you think there should be ban on **Cigarette Ads** on TV / radio?



Source: Gallup Survey, 2003

Smoking and Addiction

ANTI SMOKING CAMPAIGN: DO PEOPLE FAVOR BAN?

Question: In your opinion, should there be **ban on smoking in following places?**

Percent of Respondents

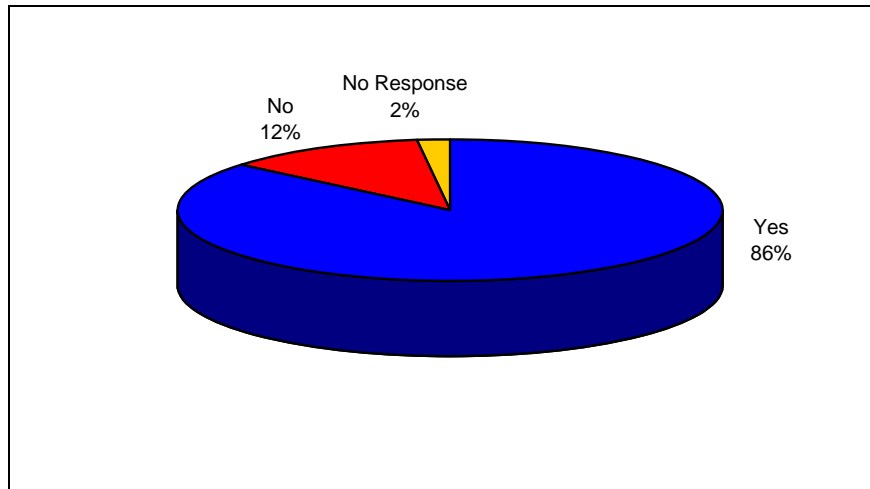
| | |
|---|-----|
| Cigarette should be banned in public transport. | 93% |
| Cigarette should be banned in offices and hotels and restaurants | 87% |
| Cigarette should be banned in recreational places and parks | 85% |

Source: Gallup Survey, 2009

Smoking and Addiction

ANTI SMOKING CAMPAIGN: DO PEOPLE FAVOR HEAVY TAXES?

Question: Do you think, there should be **heavy taxes** imposed on Cigarettes?

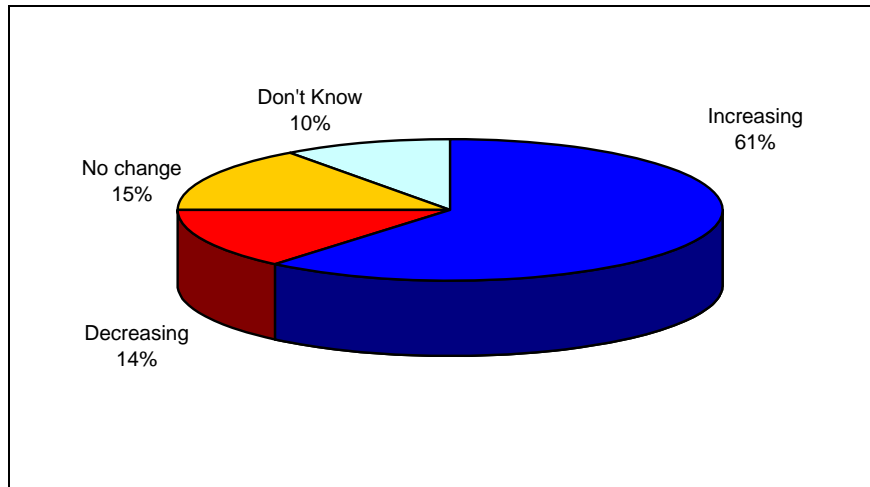


Source: Gallup Survey, 2009

Smoking and Addiction

NARCOTICS: PERCEPTIONS ABOUT ITS BURDEN IN THE COUNTRY

Question: In light of the News coming from around the country, in your opinion, is the use of Narcotics increasing or decreasing in the country?

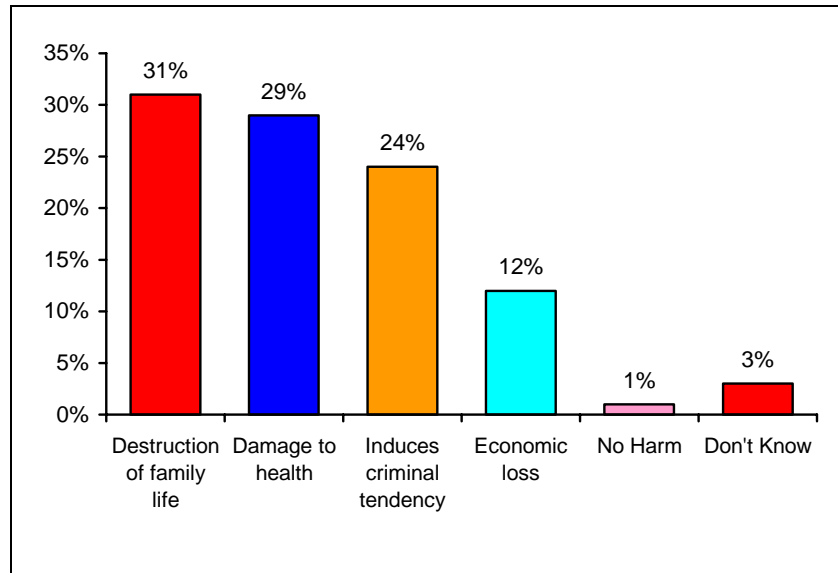


Source: Gallup Survey, 2009

Smoking and Addiction

NARCOTICS: PERCEPTIONS OF ITS ADVERSE EFFECTS

Question: In your opinion, what is the biggest disadvantage of continuous use of Narcotics?

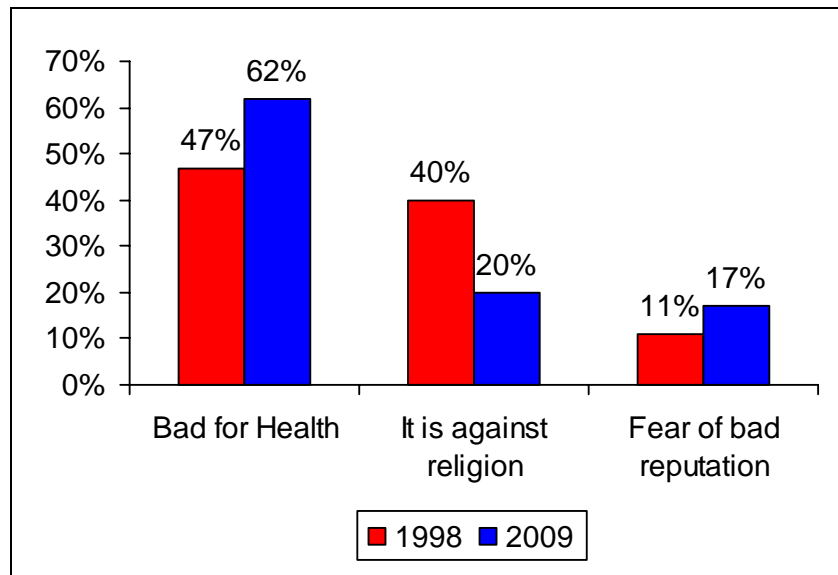


Source: Gallup Survey, 2009

Smoking and Addiction

NARCOTICS: REASON FOR ABSTINENCE?

Question: Suppose, if you ever have a chance to use Narcotics and you prefer not to use them, then what would be the main reason for not using Narcotics?

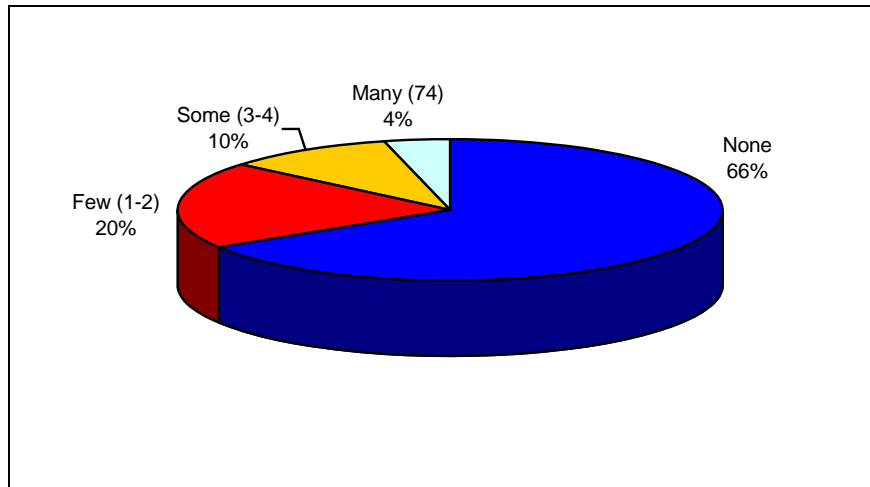


Source: Gallup Survey, 1998 and 2009

Smoking and Addiction

NARCOTICS: ACQUAINTANCE WITH ADDICTS?

Question: Do you know of any individuals among your contacts who have ever been involved in using Narcotics?

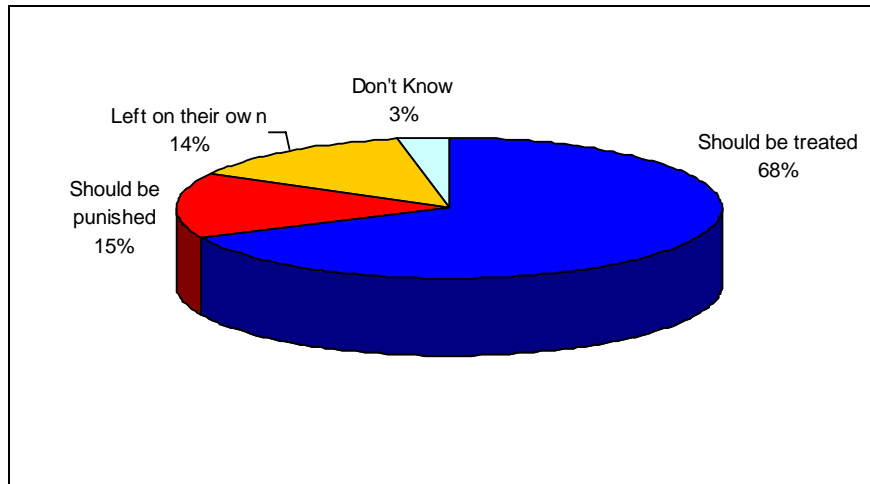


Source: Gallup Survey, 2009

Smoking and Addiction

NARCOTICS: HOW TO TREAT ADDICTS?

Question: In your opinion, what attitude should be adopted towards Addicts?



Source: Gallup Survey, 2009

Smoking and Addiction

NARCOTICS: HOW TO TREAT ADDICTS?

Question: In your opinion, what is the best measure to reform addicts?

Percent of Respondents

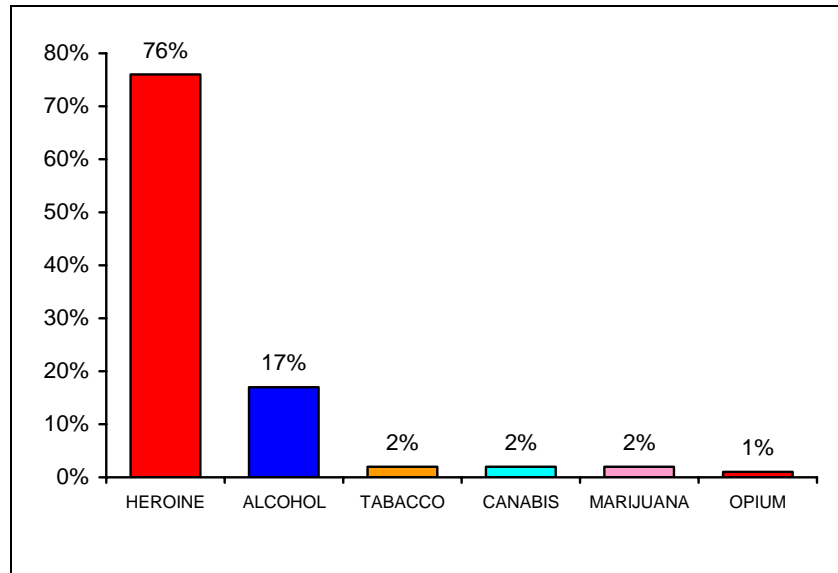
| | |
|--|-----|
| Involvement of Elders of family | 31% |
| Involvement of Religious scholars | 31% |
| Involvement of prominent people of the Neighborhood | 21% |
| Anti Narcotics campaign on Media | 17% |

Source: Gallup Survey, 2009

Smoking and Addiction

PERCEPTION ABOUT DIFFERENT DRUGS

Question: I will enlist a few things that are harmful for health. In your view, which of these do you consider as the most harmful?



Source: Gallup Survey, 1998

**PART III:
HEALTH AND LIFESTYLE**

C. HEALTH AND STRESS

C. HEALTH AND STRESS

Headache

Aches and pains are a common presentation at a doctor's clinic. Every one of us has experienced headache sometime during life, so let us see how common this ailment is in our society.

14% of our respondents say that they often experience headache, 52% have it sometimes whereas 34% have never had it. For those who suffer from headaches, 24% experience it daily, 27% have it at least once a week, 28% go through this anguish once a month and for the rest of 21% it occurs much more rarely. (79)

People believe that they experience headache under certain circumstances like excessive work (25%), when they worry a lot (35%) or have less sleep (33%). Though doctors have a long list of conditions that cause headache but for a common person headache is caused by worries of life (48%), mental weakness (21%) and weak eyesight (10%). Fifteen percent (18%) of the people consider that headache is a disease in itself. The commonest remedy to treat headache is taking some medicine (30%), resting for a while (25%) and taking tea (21%). Twelve percent (12%) consult a doctor, 11% continue to do their routine work and 5% go for some spiritual healing. (79)

Backache

Another common complaint is backache. Forty percent (40%) of Pakistanis report having experienced backache. Majority of them (61%) have it sometimes, 23% experience it once a month, 9% have it once a week and 7% daily experience this malady. For half of these people (50%) backache was cured on its own, 43% got some treatment and 7% claimed that they continue to have backache. Doctors might give multiple reasons for backache but for our respondents getting tired with stress of work is the most common cause (39%) followed by body weakness (28%), uneven bed (10%) and bad posture (9%). (40)

Memory Loss

About one third (33%) of Pakistanis say that they tend to forget the daily things primarily because of work overload (37%), mental stress (22%), manifestation of some disease (17%) and 19% simply consider it a habit to forget things. The majority of those who remember easily remember on their own (62%), 17% write the important things somewhere and 11% ask someone else to remind them if they forget. (80)

Anxiety

We all get anxious in certain situations. Anxiety has its symptoms like disturbed sleep, restlessness, breathing difficulty, palpitations among others. Sometimes mental stress manifests as physical symptoms like a sense of fatigue without any exertion, aches and pains, excessive heartburn and many others. We have asked our study population if they have experienced these symptoms sometimes or experience them often or never had such symptoms. About 45% of the respondents sometimes feel fatigued without any exertion, 44%

report having heartburn at times, 43% sometimes feel restless, 35% sometimes have palpitations without any physical exercise, 33 % said they sometimes experience disturbed sleep, 28% sometimes feel that their heart is sinking, and 21% sometimes experience difficulty in breathing. (81) Nightmares haunt 34% of the people and 11% sometimes feel that they are under the effect of some spell or magic. (82)

Outlook to Life:

Each one of us has a unique outlook to life. While 25% Pakistanis say that they worry a lot about their lives, 69% say they take life as it comes. (83) Overall satisfaction with life is quite high as 35% Pakistanis say that they are very happy with their life, 42% are happy whereas only 20% are less happy with their life. (64)

Emotions:

Majority of Pakistanis (13% very emotional and 41% emotional) consider themselves to be emotional. Despite being emotional, only 19% think that they base their decisions on emotions. Around one third (36%) say they take decisions based on wisdom and for the rest of 43%, decision making depends on the situation. (6)

Majority of Pakistanis think that they get angry easily (17% very easily and 38% easily). (6)

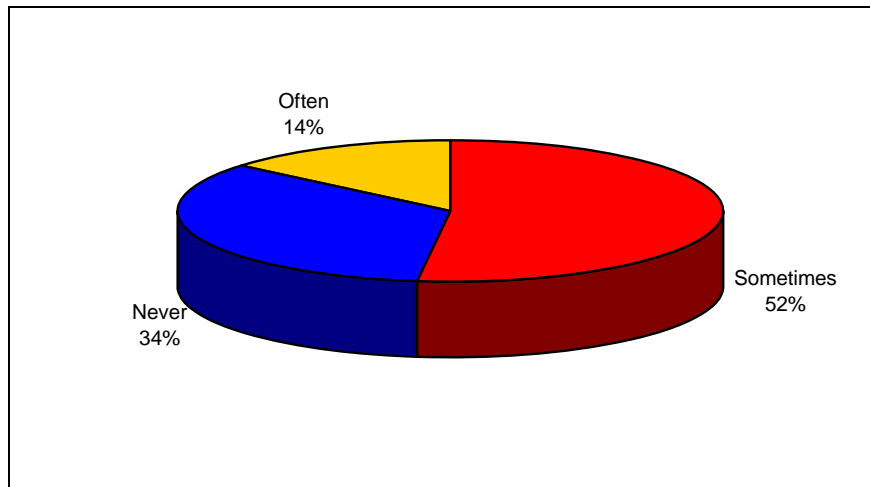
Interestingly, 49% consider their attitude towards the family as friendly, 30% consider it respectful and only 20% claim that they have an authoritative attitude towards their family members. (6)

Majority of the respondents (55%) feel calm while at home. 42% are mostly happy. (3)

Health and Stress

HEADACHE: DO YOU EXPERIENCE IT?

Question: Do you ever have headache?

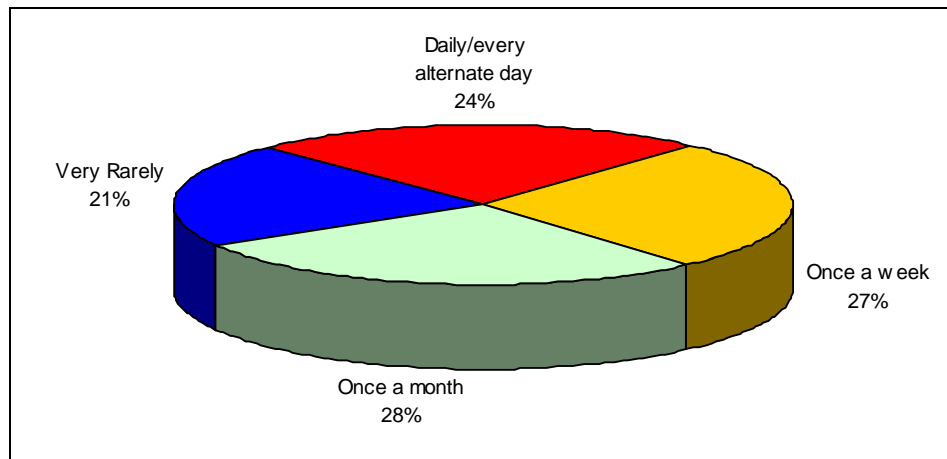


Source: Gallup Survey 2009

Health and Stress

HEADACHE: HOW OFTEN?

Question: How often do you experience headache?

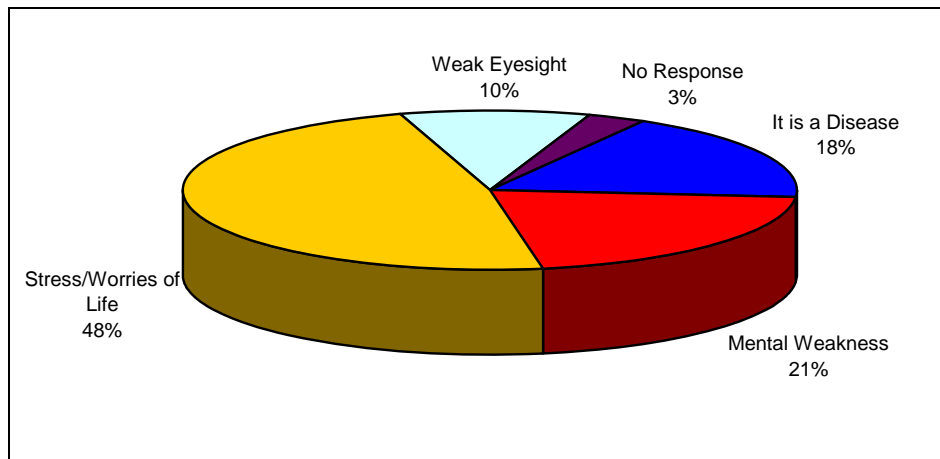


Source: Gallup Survey 2009

Health and Stress

HEADACHE: WHAT IS THE CAUSE?

Question: What do you think is the cause of headache?

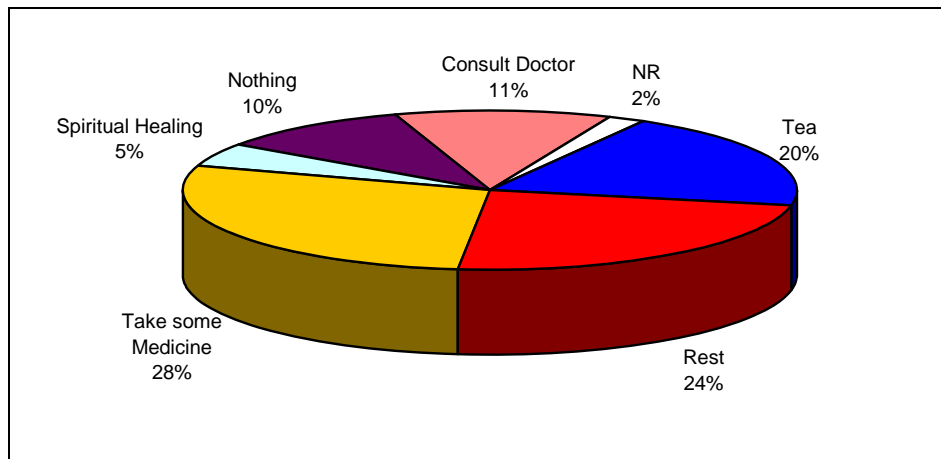


Source: Gallup Survey 2009

Health and Stress

HEADACHE: TREATMENT OF HEADACHE?

Question: What do you do when you experience headache?

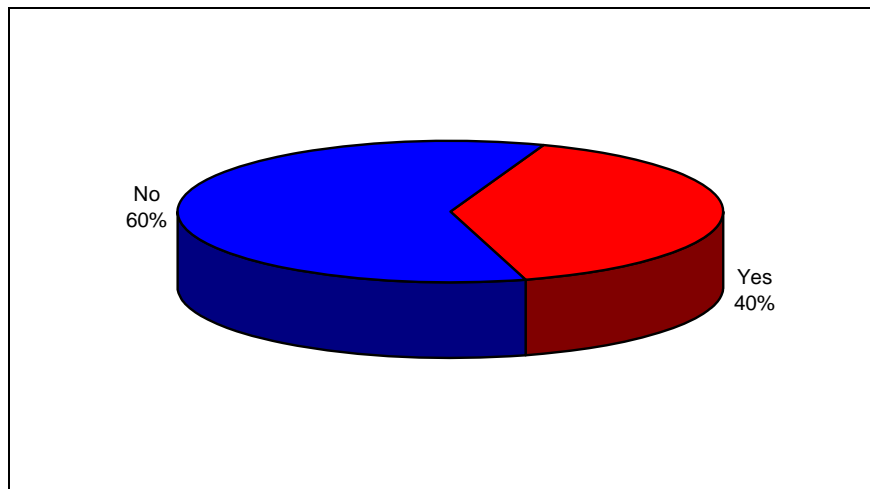


Source: Gallup Survey 2009

Health and Stress

BACKACHE: EVER EXPERIENCED?

Question: Have you ever experienced backache?

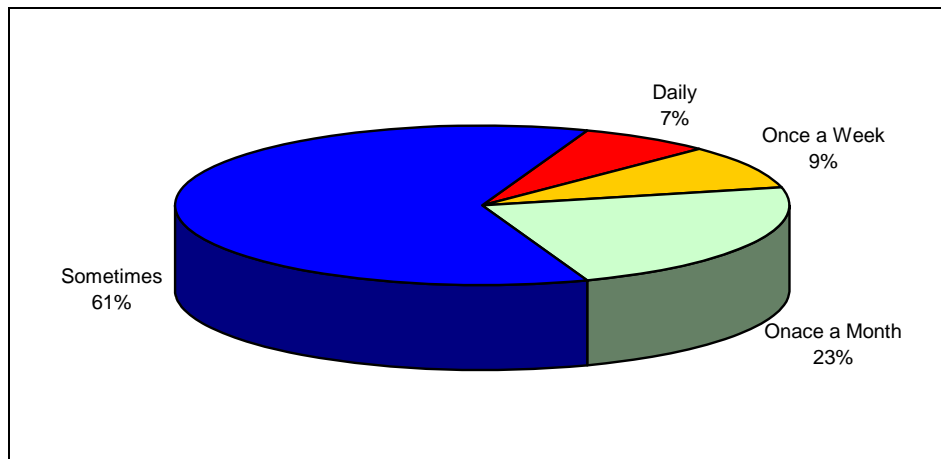


Source: Gallup Survey 2001

Health and Stress

BACKACHE: HOW OFTEN?

Question: How often do you experience Backache?

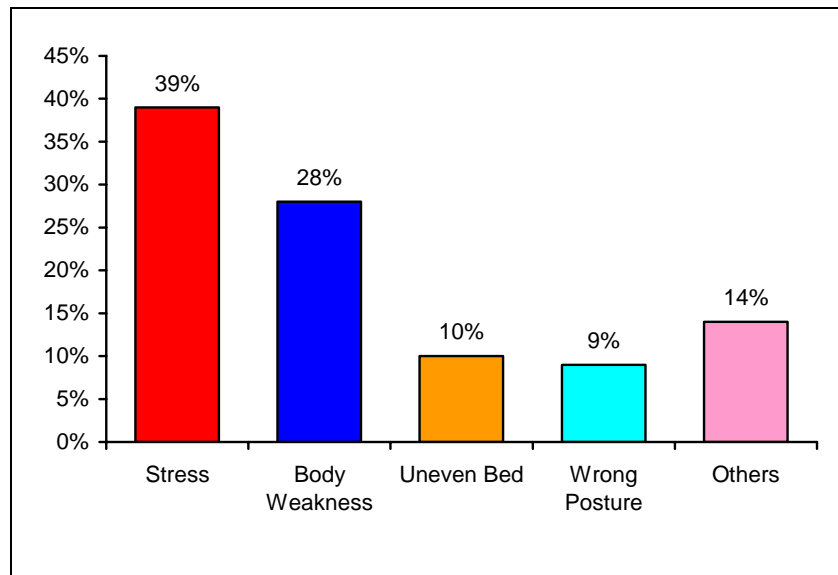


Source: Gallup Survey 2001

Health and Stress

BACKACHE: CAUSE?

Question: What do you think are the causes of Backache?

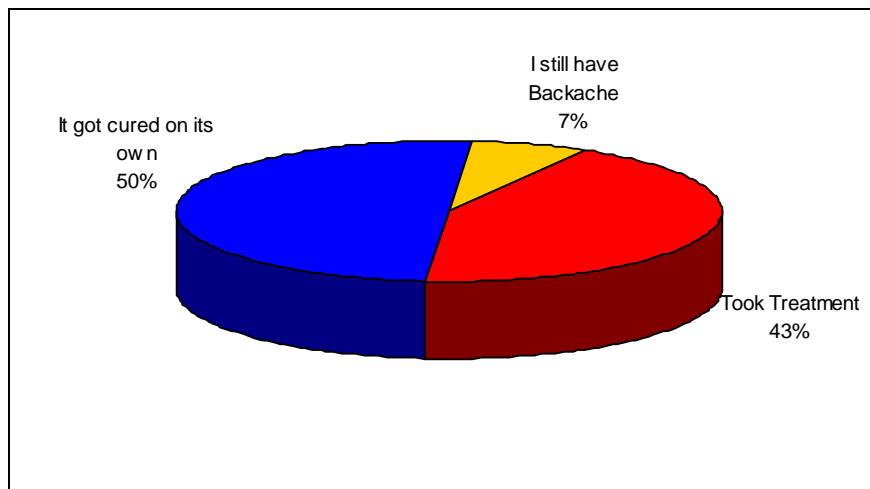


Source: Gallup Survey 2001

Health and Stress

BACKACHE: YOUR RESPONSE TO IT?

Question: If ever you experienced backache, what was your response towards it?

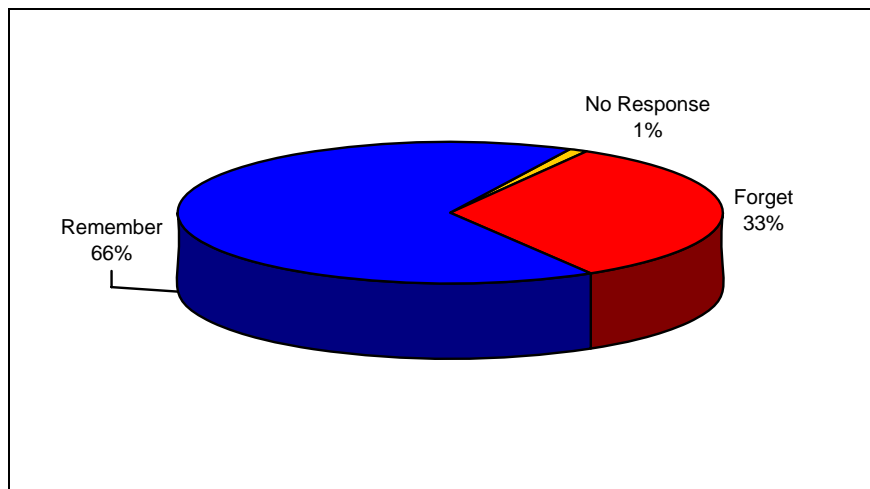


Source: Gallup Survey 2001

Health and Stress

MEMORY LOSS: EVER EXPERIENCED?

Question: Do you usually remember daily things/matters or do you forget them?

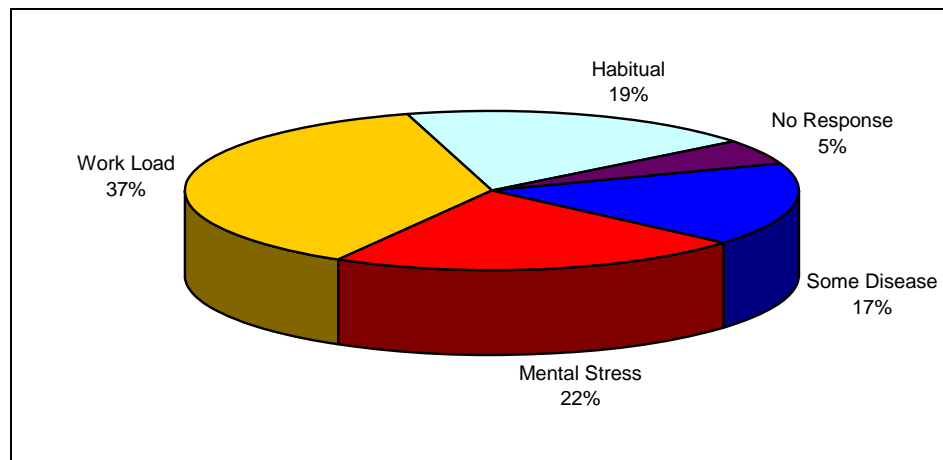


Source: Gallup Survey 2003

Health and Stress

MEMORY LOSS: WHY FORGET THINGS?

Question: If you tend to forget daily life matters, what do you think are the reasons?

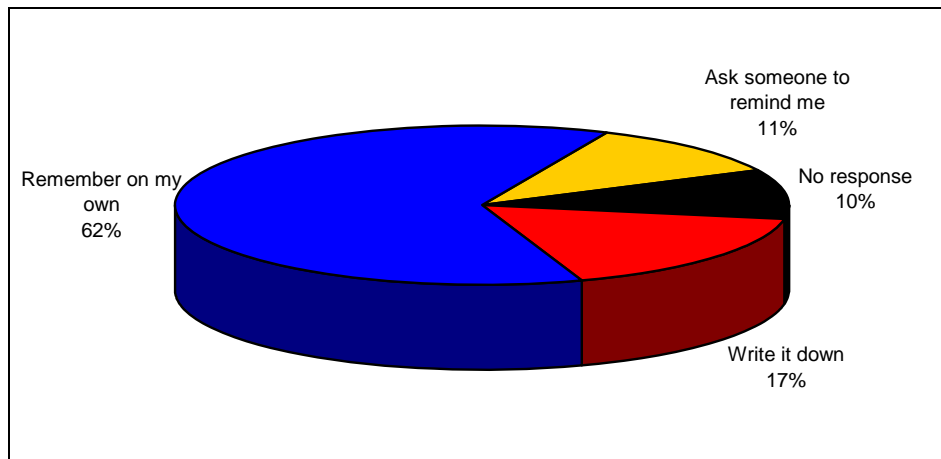


Source: Gallup Survey 2003

Health and Stress

MEMORY LOSS: HOW TO REMEMBER THINGS?

Question: How do you remember daily life affairs?



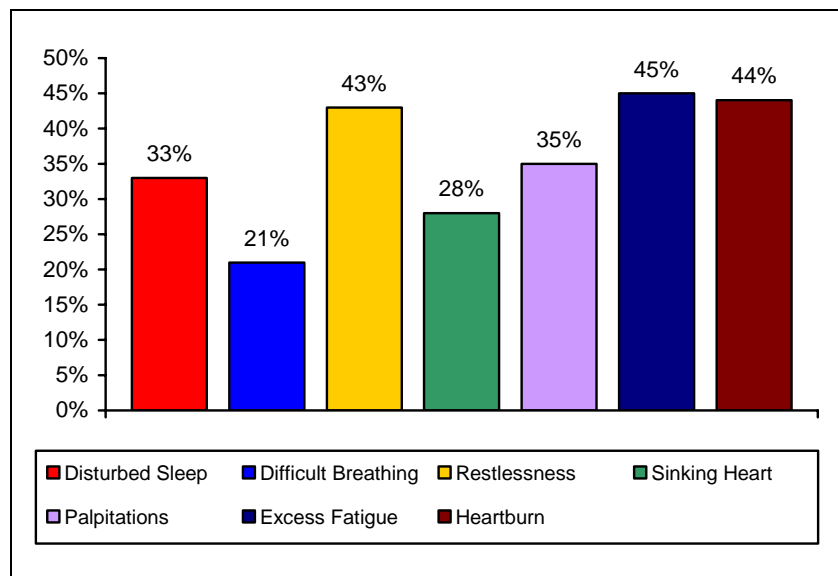
Source: Gallup Survey 2003

Health and Stress

ANXIETY: SYMPTOMS?

Question: Do you sometimes/never/often experience following states:

- Disturbed Sleep
- Difficult Breathing
- Restlessness
- Sinking Heart
- Palpitations at rest
- Fatigue without exertion
- Heartburn



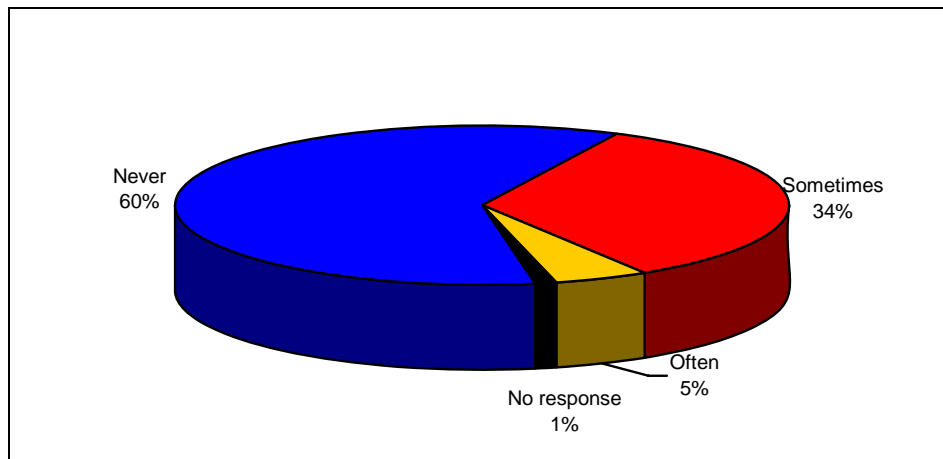
Source: Gallup Survey 2002

Note: Those who "SOMETIMES" experience these states are shown

Health and Stress

ANXIETY: FEAR/NIGHTMARES?

Question: Do you often have nightmares?

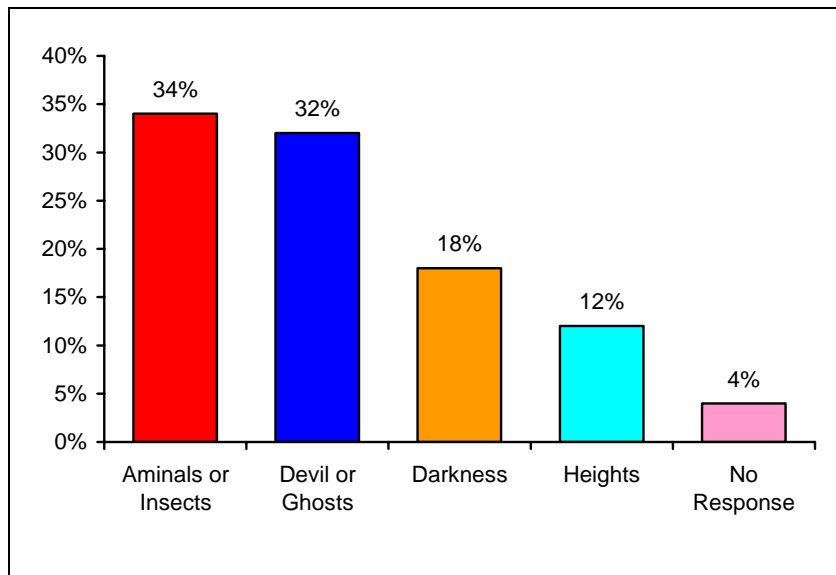


Source: Gallup Survey 2000

Health and Stress

ANXIETY: FEARS?

Question: Out of the following things, which scares you the most?

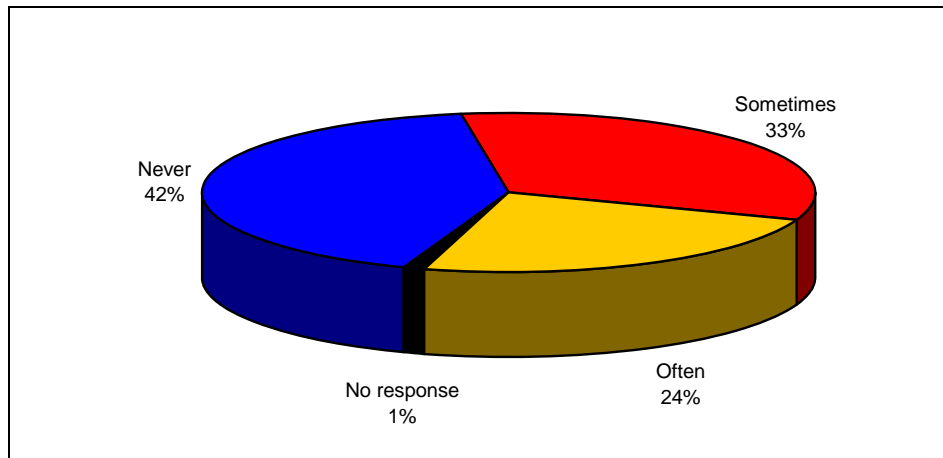


Source: Gallup Survey 2009

Health and Stress

ANXIETY: FEARS?

Question: Do you sometimes feel that you are under effect of some spell/magic?

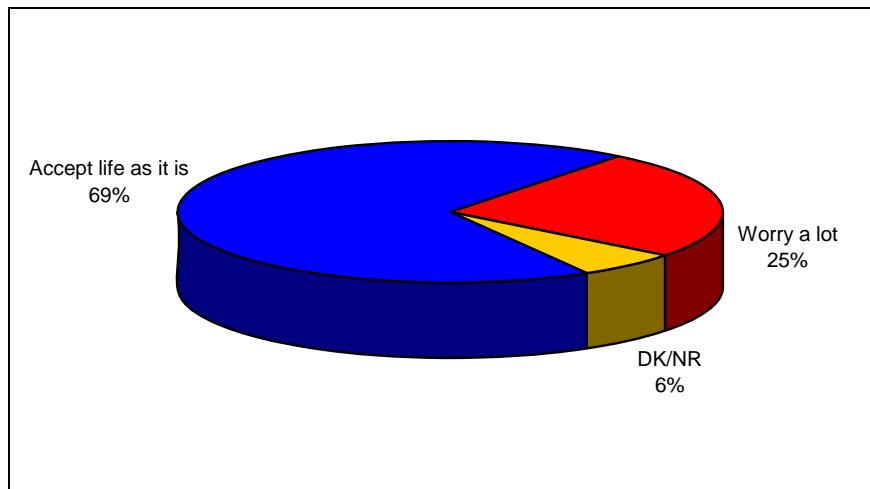


Source: Gallup Survey 2009

Health and Stress

OUTLOOK TO LIFE

Question: Would you say that you worry a lot or do you take life as it comes?

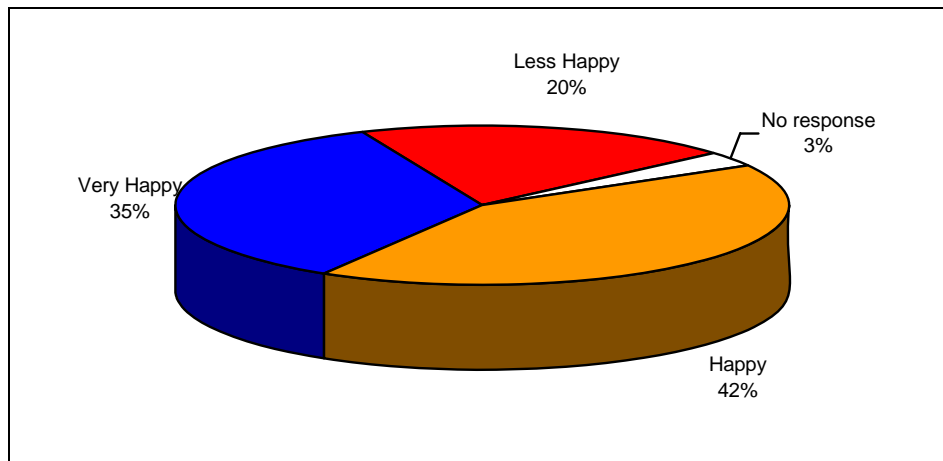


Source: Gallup Survey 2008

Health and Stress

OUTLOOK TO LIFE

Question: How much happy are you with your life these days?



Source: Gallup Survey 2009

Health and Disease

MENTAL HEALTH: EMOTIONS

Question: What would you say that how emotional are you?

Percent of Respondents

| | |
|-----------------------|-----|
| Very emotional | 13% |
| Somewhat emotional | 41% |
| Very little emotional | 28% |
| Not at all emotional | 17% |
| No Response | 1% |

Source: Gallup Survey 2009

Question: Do you usually take decisions based on wisdom or emotions?

Percent of Respondents

| | |
|----------------------|-----|
| Wisdom | 16% |
| Emotions | 19% |
| Depends on situation | 43% |
| No Response | 1% |

Source: Gallup Survey 2009

Health and Stress

MENTAL HEALTH: ANGER?

Question: Some people get angry quickly whereas others are more patient. In your opinion do you get angry easily?

Percent of Respondents

| | |
|---------------------------|-----|
| Very easily | 17% |
| Somewhat easily | 38% |
| I usually don't get angry | 29% |
| I never get angry | 16% |

Source: Gallup Survey 2009

Health and Stress

MENTAL HEALTH: ATTITUDE TOWARDS FAMILY?

Question: How is your attitude towards your family members?

Percent of Respondents

| | |
|---------------|-----|
| Authoritative | 20% |
| Friendly | 49% |
| Respectful | 30% |

Source: Gallup Survey 2009

Question: Please tell us how do you feel while being at home?

Percent of Respondents

| | Mostly | Sometimes | Often | Not at all | No Response |
|-----------|--------|-----------|-------|------------|-------------|
| Calm | 55% | 29% | 12% | 3% | 1% |
| Worried | 21% | 42% | 30% | 5% | 1% |
| Happy | 42% | 38% | 16% | 2% | 2% |
| Angry | 12% | 43% | 36% | 8% | 1% |
| Satisfied | 28% | 40% | 22% | 9% | 1% |

Source: Gallup Survey 2009

**PART III:
HEALTH AND LIFESTYLE**

D. HEALTH AND ENVIRONMENT

D. HEALTH AND ENVIRONMENT

Environment has an important role in shaping the health of a nation. Infectious diseases which are still the leading killers in the developing world have their basis in poor environmental conditions. This account is meant to give a brief idea of the situation of water sources, sanitation and the overall environment experienced by a common man in Pakistan.

They say life began in water, ever wondered what the source of water is for a Pakistani household? 38% of our households have a personal motor pump, 29% have a Government supply water tap inside the house and 6% have it outside the house. 20% (4% urban, 30% rural) use a hand pump whereas 4% use water from a well and 1% from a pond. (84)

Interestingly, only 65% of people consider the water they use to be safe for health; 25% consider it to be unsafe. Public health experts have sophisticated tests of water quality to render water as unsafe, but for a common man water is unsafe because it causes him to have diarrhea (26%), it has a bad color (29%), bad taste (26%) or it smells bad (24%). (84)

84% of our households use the same water for all purposes but 16% use separate water for drinking which they take from a tube well (21%), get it from some other source (64%) or purchase it (11%). (84)

Though a large number consider their water to be unsafe, 67% do nothing to clean their water. For those who clean it, boiling is the most popular method (19%), 5% drain it through a sieve and 8% use a filter to clean water. (84) The use of boiled water has increased in the last twenty years when in 1987 only 3% of households claimed using boiled water. (85)

World Health Organization (WHO) had declared the year 2008 as the year of sanitation, so let us try to see what the situation in Pakistan is? 82% of the people say that they have a flush latrine in their houses. This figure is 95% for the urban households and just 50% for the rural population. 8% have a hole in the ground for this purpose (1% urban, 28% rural), 6% use open fields for defecation (1% urban, 18% rural) and 2% use water to drain the solid wastes from their houses into the streets. (86)

Regarding the overall cleanliness of their streets, 40% of the people consider it as good, 17% as very good, 25% as bad and 17% as very bad. (87) Apart from unemployment and broken roads, people always consider poor state of cleanliness (9%), impure water (8%), water shortage (8%) and poor sewage system (6%) as one of the most important problem of their area. (88)

Majority of the Pakistanis consider the overall quality of the environment in the country as very good (43%) and fairly good (36%). (89)

Among the environmental threats facing the world, clean water ranks as the top priority (41%) in view of the Pakistanis followed by clean air (34%), preservation of biodiversity (14%) and disposal of solid wastes (11%). (90)

Pakistanis are equally divided on the issue that whether economic development is important in the form of more industries which spoil the environment with their exhaust and wastes

(supported by 49%) or that it is more important to have environmental protection (favored by 48%). (1999)

A large number report taking some personal measures to conserve environment. 40% say they try to conserve electricity and gas in domestic use. 27% try to reduce junk/recycle goods. 20% conserve water to protect environment. 12% use such sprays which are not damaging to the ozone layer. (50)

A large number (59%) say that they are ready to pay a bit more for a product which has been manufactured in an environment friendly manner. (89) The use of plastic bags is quite high in the country as 76% of the households use it to bring grocery from the market, fabric bag is used by 17%, paper bag by 3% and 2% use a basket. (65) 64% claim that they or anyone from their household has ever planted a tree. (91)

Health and Environment

WATER: WHERE DOES IT COME FROM?

Question: What is the **main source** of Drinking water for your household?

Percent of Respondents

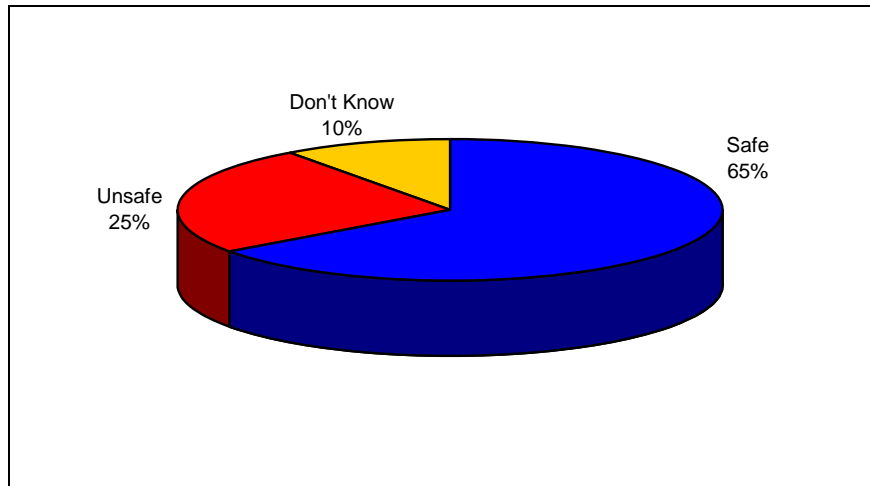
| | |
|---------------------------------|----------------------------------|
| Personal Motor Pump | 38% |
| Government supply (Tap Inside) | 29% |
| Government supply (Tap outside) | 6% |
| Hand Pump | 20% Rural = 30% Urban = 4% |
| Well | 4% |
| Others | 3% |

Source: Gallup Survey, 2009

Health and Environment

WATER: PERCEPTIONS ABOUT QUALITY

Question: In your view, is the water used in your household safe or unsafe?



Source: Gallup Survey, 2009

Question: If you think your water is unsafe, what is the reason?

Percent of Respondents

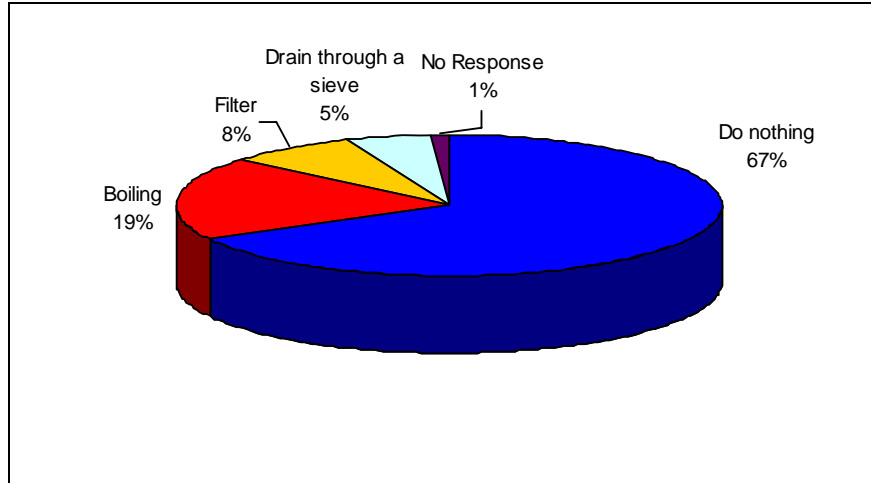
| CHARACTERISTICS | % |
|------------------------|----------|
| Bad color | 29% |
| Bad smell | 24% |
| Bad Taste | 18% |
| It causes Diarrhea | 26% |
| Others | 3% |

Source: Gallup Survey, 2009

Health and Environment

WATER: DO YOU CLEAN IT?

Question: How do you clean your drinking water?



Source: Gallup Survey, 2009

Health and Environment

SANITATION: DISPOSAL OF SOLID WASTE?

Question: What kind of Latrine/measure for disposal of solid waste/excreta do you have in your household?

| | <i>Percent of Respondents</i> | | |
|--|-------------------------------|--------------|--------------|
| | Total | URBAN | RURAL |
| Flush Latrine | 82% | 95% | 50% |
| Khadda Latrine | 8% | 1% | 28% |
| Use water to drain waste into the street | 2% | 3% | 4% |
| Use Open fields for defecation | 6% | 1% | 18% |

Source: Gallup Survey, 2001

Health and Environment

SANITATION: PERCEPTIONS ABOUT SANITATION IN THE AREA

Question: What is your opinion regarding the state of cleanliness and sewage system in your area?

Percent of Respondents

| GOOD | | BAD | |
|-----------|------|-----|----------|
| Very Good | Good | Bad | Very Bad |
| 17% | 40% | 25% | 17% |

Source: Gallup Survey, 2004

Health and Environment

PERCEPTIONS ABOUT DIFFERENT ENVIRONMENT ISSUES

Question: How important or unimportant, in your view, are the following problems?

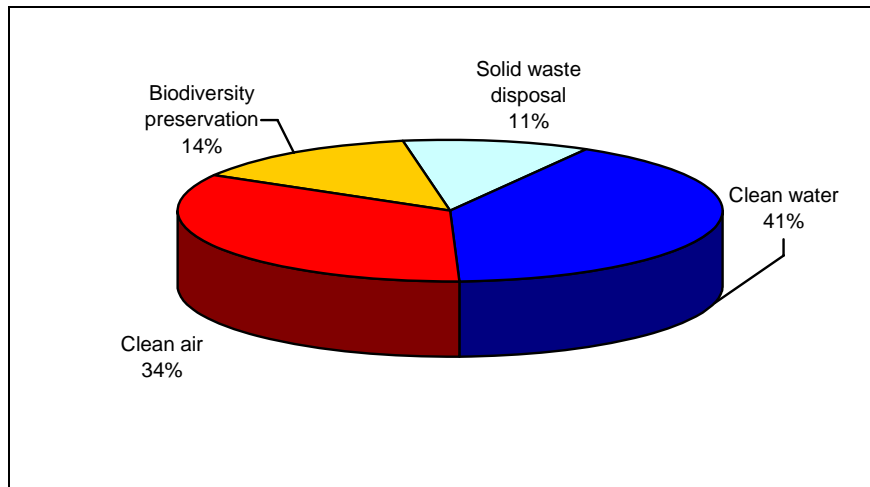
| | | <i>Percent of Respondents</i> | | | | |
|---|--|-------------------------------|---------------------------|----------------------|-----------------------------|-----------|
| | | Very Important | Somewhat Important | Not Important | Not at all Important | NR |
| 1 | Water pollution in Rivers lakes and oceans | 46% | 28% | 8% | 6% | 13% |
| 2 | Air pollution | 42% | 29% | 9% | 6% | 14% |
| 3 | Climate change / Global warming due to Green house effect. | 35% | 34% | 13% | 5% | 13% |
| 4 | Depletion of Natural resources e-g. forests, farmland and fish | 40% | 31% | 11% | 4% | 14% |
| 5 | Automobile Emissions | 51% | 21% | 11% | 5% | 12% |
| 6 | Loss of Animal and Plant species | 42% | 28% | 11% | 3% | 15% |
| 7 | Shortage of safe Drinking water | 59% | 15% | 11% | 3% | 12% |
| 8 | Poor agricultural produce due to unpredictable weather changes | 46% | 24% | 11% | 6% | 14% |

Source: Gallup Survey, 2009

Health and Environment

PERCEPTIONS ABOUT ENVIRONMENTAL ISSUES

Question: The world is facing a number of environmental threats. Which **one** of these is the most important aspect of environment on which the Countries of the world should help one another?



Source: Gallup Survey, 2009

Health and Environment

PERCEPTIONS ABOUT ENVIRONMENTAL ISSUES

Question: I will read two statements, which one do you favor?

Percent of Respondents

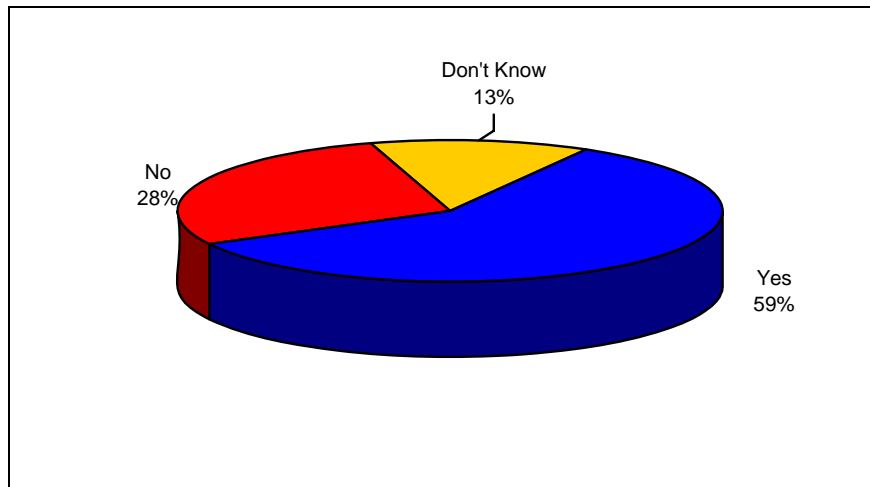
| | |
|---|-----|
| It is more important to have economic development by establishing more industries despite the fact that they spoil environment with their exhaust and wastes | 49% |
| Protection of Environment is more important than economic development. | 48% |
| No Response | 3% |

Source: Gallup Survey, 1999

Health and Environment

**TAKING CARE OF THE ENVIRONMENT:
ENVIRONMENT FRIENDLY PRODUCTS?**

Question: Would you concert to **Pay a bit more** for a product that has been made in an environment friendly way?



Source: Gallup Survey, 2006

Health and Environment

TAKING CARE OF THE ENVIRONMENT: WHAT DO YOU DO?

Question: Which of the following steps are followed in your household in order to protect the environment?

Percent of Respondents

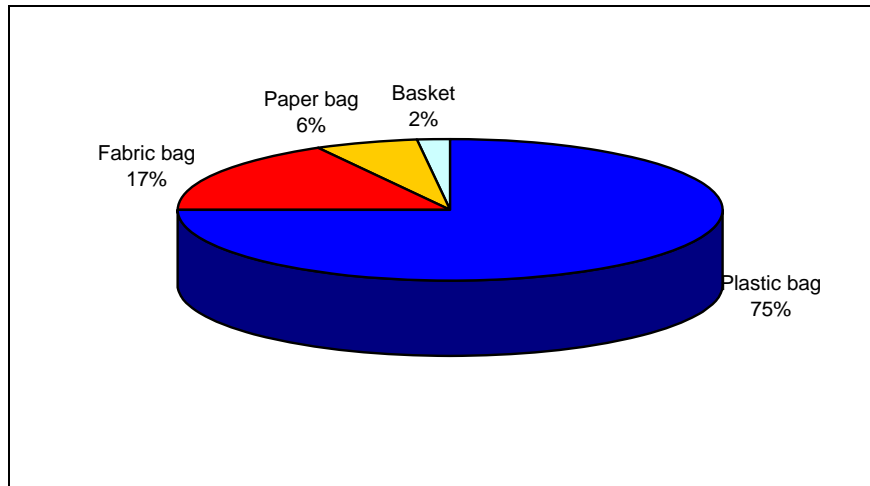
| | |
|--|-----|
| Recycling/Reducing junk | 27% |
| Conserving electricity + Gas in the house | 40% |
| Conserving water | 20% |
| Preferring use of public transport to private car | 9% |
| Using such sprays which are not damaging for the Ozone layer | 12% |
| Using Rechargeable Batteries | 3% |
| None | 12% |
| No Response | 7% |

Source: Gallup Survey, 2009

Health and Environment

TAKING CARE OF THE ENVIRONMENT: USE OF PLASTIC BAGS?

Question: What is used in your household to bring grocery from the market?

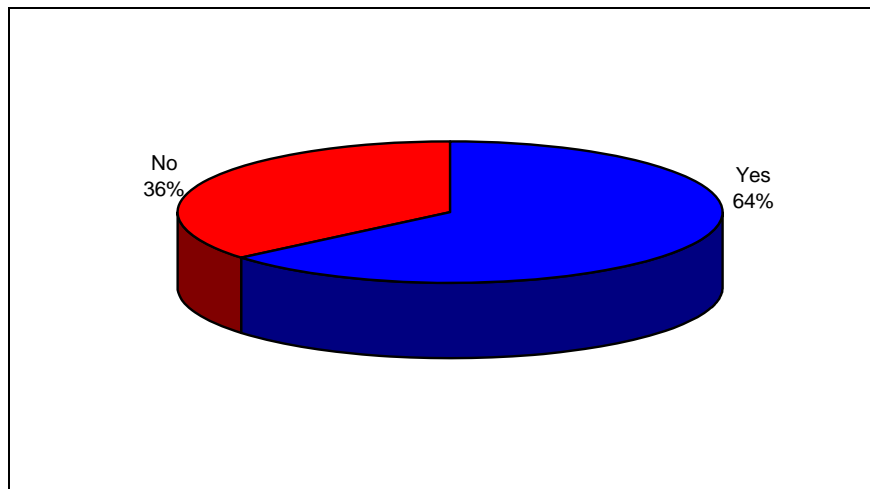


Source: Gallup Survey, 2009

Health and Environment

TAKING CARE OF THE ENVIRONMENT: EVER PLANTED A TREE?

Question: Have you or anyone from your household planted a tree in your house or anywhere else?



Source: Gallup Survey, 2003

**PART III:
HEALTH AND LIFESTYLE**

E. PERSONAL HABITS/MISCELLANEOUS:

E. PERSONAL HABITS/MISCELLANEOUS:

Views on Spitting:

Majority of Pakistanis consider spitting to be a very bad (74%) and bad (22%) habit. But 78% think that spitting here and there can spread any diseases. Among those who think that this can spread diseases, 87% think that it can spread tuberculosis. (24)

Personal Habits as a risk for spreading Blood-borne Infections:

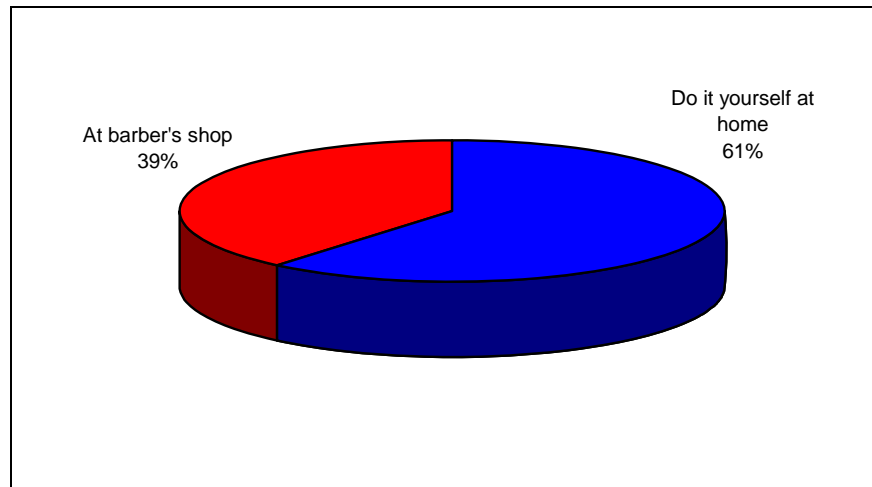
Among the urban males who shave, 39% have their shave at a barber's shop. So it is very important to create awareness about the use of new razor each time in order to prevent transmission of infections like Hepatitis B, C, and HIV etc.

34% people claim to be sharing their tooth brush with their family members, friends or colleagues. (44) This shows the need for counseling regarding not sharing such items if there is a patient in the household e.g. patients of Chronic Hepatitis. Doctors generally forget to counsel about such minor details of daily life practices.

Health and Lifestyle

BLOOD BORNE INFECTIONS: SHAVING

Question: Where do you have a shave* ?



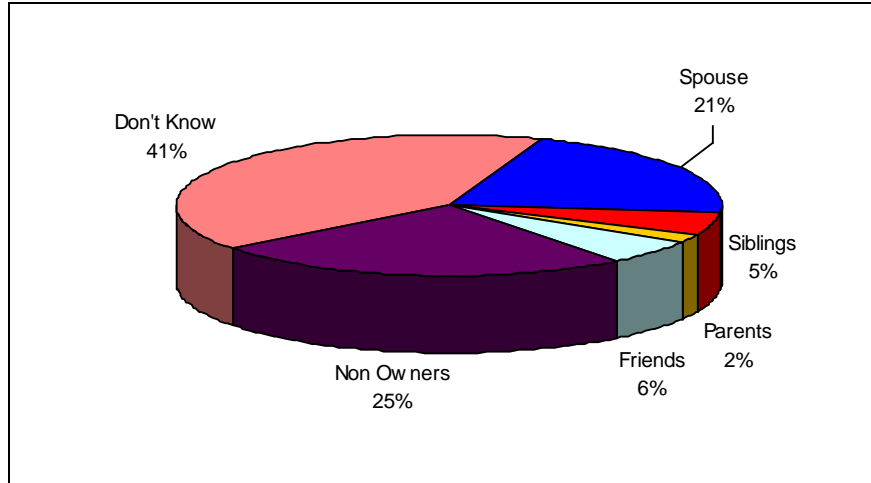
Source: Gallup Survey, 2000

* Urban Males only, among those who shave.

Health and Lifestyle

BLOOD BORNE INFECTIONS: SHARING YOUR TOOTH BRUSH?

Question: Please tell us, do you share your tooth brush with anyone?

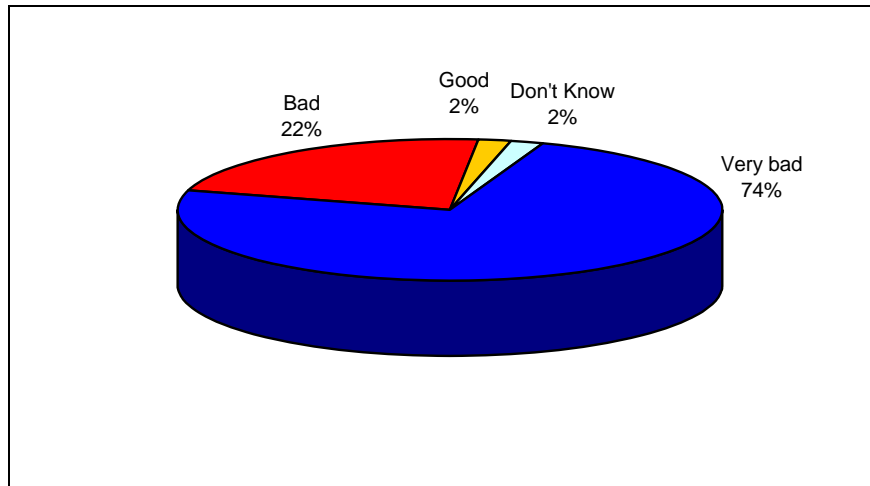


Source: Gallup Survey, 2007

Health and Lifestyle

SPITTING: WHAT DO YOU THINK?

Question: What is your opinion, regarding spitting on the floor?

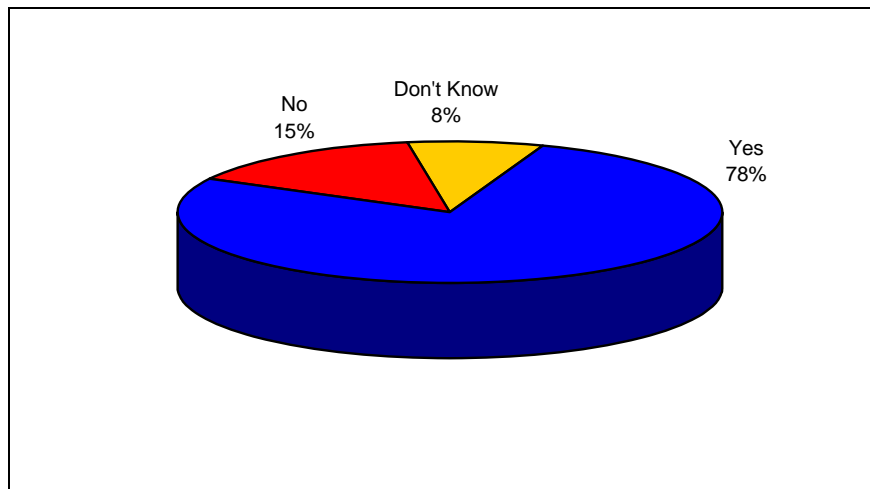


Source: Gallup Survey, 2001

Health and Lifestyle

SPITTING: DOES IT SPREAD DISEASE?

Question: Do you think that any diseases can spread due to spitting on the floor?



Source: Gallup Survey, 2009

Question: What are the diseases that can spread due to spitting?

| | <i>Percent of Respondents</i> |
|--------------|-------------------------------|
| Tuberculosis | 87% |
| Flu | 5% |
| Cough | 2% |
| Others | 1% |
| No Response | 10% |

Source: Gallup Survey, 2009

REFERENCES:

1. 2923
2. 2540
3. 2945
4. 2943
5. 1979 N2
6. 2907
7. 2509
8. 9108
9. 2634
10. 2102
11. 2522
12. 2848
13. 2501
14. 2731
15. 2422
16. 2847
17. 2938
18. 2925
19. 2132
20. 2038
21. 2019
22. 2028
23. 2027
24. 2944
25. 2126
26. 2327
27. 2903
28. 2337
29. 2005
30. 2344
31. 2120
32. 2121
33. 2724
34. 1988 N7
35. 2104
36. 2609
37. 2614
38. 2622
39. 2319
40. 2143
41. 2924
42. 1979 N3
43. 2707
44. 2744
45. 2841
46. 2137
47. 2037
48. 2523
49. 2708
50. 2915
51. 2134
52. 2321
53. 2122
54. 2044
55. 1983 N10
56. 2516
57. 2909

58. 2910
59. 2843
60. 2920
61. 2527
62. 2849
63. 2902
64. 2946
65. 2732
66. 2921
67. 2803
68. 2908
69. 9952
70. 2920
71. 2437
72. 2901
73. 2514
74. 2840
75. 2302
76. 2935
77. 9844
78. 2045
79. 2905
80. 2311
81. 2007
82. 2046
83. 2827
84. 2927
85. 1987 N15
86. 2101
87. 2429
88. 2612
89. 2647
90. 2937
91. 2315

PART IV:

METHODOLOGY

METHODOLOGY:

The results presented in this Book are from multiple *nation wide house hold surveys* carried out by Gallup Pakistan over the last three decades.

- **SAMPLE PROFILE:**

The respondents in these surveys range from 1000-2500 men and women of age 18 years and above spread across the rural and urban areas of the four provinces of the country. They represent different age groups, education status and socio economic profile.

- **INTERVIEWING MODE:**

Face to Face, in-house interviews.

- **SAMPLING METHODOLOGY:**

Multi-stage area probability sampling.

- **SAMPLING TOLERANCE:**

Error margin is estimated to be $\pm 2-3\%$ at 95% Confidence level.

- **WEIGHTING:**

The data have been weighted to correspond with census distribution of population for the rural and urban areas of all four provinces.

- **SURVEY DATES:**

The respective year in which these surveys were carried out has been mentioned at the bottom of all charts and tables.

FOREWORD

Research is an unexplored aspect in all fields in our country especially in health and healthcare. As we look into the causes, we often come across certain key problems.

Firstly, there is *unavailability of data from the local set up* on most subjects. Consequently, the training, education of our medical doctors and ultimately the practice of Physicians and Health Professionals is based on facts and figures borrowed from foreign countries. They might not be entirely applicable to our unique circumstances.

Secondly, whatever research is being carried out, generally, remains *under utilized*. It may be remembered for a while after impressive presentations made at the end of huge projects. But thereafter, their findings remain buried in fancy reports and rarely translate to policy changes or any change in practice at the provider's or health professional's level.

Moreover, there appears to be a *gap* between the Public Health Professionals and the practicing Physicians. Also there is lack of collaboration between Individual Organizations working on Health, Society and related fields and the Health Professionals.

There is a growing realization of the fact that lifestyles and behaviors are instrumental in all aspects of health, be it preventive or curative. Things like what an average Pakistani eats in a day, do people exercise, do people know that their water can cause them any disease, do people trust doctors and allopathic form of treatment, have people even heard of the diseases the medical community keeps talking about, what are the myths about use of iodized salt etc., they might seem trivial at first look but, perhaps, knowing about them and many other aspects can help in prevention of disease and promotion of health. The age old dictum that *prevention is better than cure* probably remains true even today and is definitely more cost effective. According to WHO estimates about 70% of burden of disease in the world can be decreased by prevention.

With this theme in mind, as Gallup Pakistan celebrates its 30th Anniversary, we plan to *disseminate* our 30 years experience of public opinion on lifestyles, healthcare and diseases to all the stakeholders working for a *Healthy Pakistan*.

As we re organize our organization and activities, we look forward to your valuable suggestions and comments so that our mutual collaboration can help us realize the aim of *"Health for All"*.

Following is a collection of Survey findings related to Public opinion regarding healthcare, diseases and lifestyles in separate sections followed by brief Research Methodology. Each Part has a summary followed by the detailed data charts and tables.