

# KEY FINDING REPORT

## FORMATIVE QUALITATIVE RESEARCH

### (PAKISTAN)



## GENDER ROLES AND RESPONSIBILITIES

### FATHERS' ROLES AND RESPONSIBILITIES

Men earn a living and buy household groceries and food rations.

### MOTHERS' ROLES AND RESPONSIBILITIES

Responsible for all domestic chores, like preparing food for the family, livestock caring and farming.

**Keynote: Mothers are busier compared to fathers**



# MAIN INFLUENCERS

## ON COMPLEMENTARY FEEDING PRACTICES



**GRANDMOTHERS**



**LADY HEALTH WORKERS**  
(LHWS)



**FATHERS**



**HEALTH CARE PROVIDERS**  
(PRIVATE SECTOR PRACTITIONERS)



# TOP LINE RESULTS

FROM FORMATIVE QUALITATIVE RESEARCH



Gender preference identified in certain parts of Balochistan



Inclusion of fathers in programming is essential



Mothers hardly prepared special meals for infants and young children



Most children aged 6 to 23 months were fed the same food as the rest of the family



Consumption of Cerelac was widely reported by majority of parents



Parents think costlier packed foods are more nutritious



No messaging on dietary diversity given to mothers



Lack of knowledge on CF among mothers, caregivers and healthcare workers



Preference for costlier manufactured and convenient foods over local foods as they are seen as more nutritious (i.e. Cerelac)



Consumption of unhealthy packaged foods (ie. chips, pappar, etc.) is very common












Many taboos exist across the country (soft & hard foods, hot & cold foods)



Lack of resources/affordability among households limits consumption of fruits, eggs & meat














## BARRIERS

-  Economic limitations
-  Poor caregiving practices
-  Lack of information and sufficient knowledge of mothers and other caregivers
-  Traditional knowledge sometimes based on misconceptions (food taboos)
-  Limited access to markets in KP & Balochistan for mothers
-  Women are restricted to the household in KP & Balochistan
-  Availability and commercialization of shelf food and junk food
-  Poor knowledge of healthcare providers on dietary diversity (CF)
-  Young children are mostly fed on demand with mothers relying on baby's food preferences



## ENABLERS

-  Sound economic conditions
  -  Availability of food in the market
  -  Supportive husbands
  -  Joint family system
  -  Women are not restricted to the household (Punjab)
  -  Good access to health facilities, schools and markets (Punjab)
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