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)
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 (i.e. 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
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<thead>
<tr>
<th><strong>BARRIERS</strong></th>
<th><strong>ENABLERS</strong></th>
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<tbody>
<tr>
<td>Economic limitations</td>
<td>Sound economic conditions</td>
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<td>Poor caregiving practices</td>
<td>Availability of food in the market</td>
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<td>Lack of information and sufficient knowledge of mothers and other caregivers</td>
<td>Supportive husbands</td>
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<td>Traditional knowledge sometimes based on misconceptions (food taboos)</td>
<td>Joint family system</td>
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<td>Limited access to markets in KP &amp; Balochistan for mothers</td>
<td>Women are not restricted to the household (Punjab)</td>
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<td>Women are restricted to the household in KP &amp; Balochistan</td>
<td>Good access to health facilities, schools and markets (Punjab)</td>
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<td>Availability and commercialization of shelf food and junk food</td>
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<td>Poor knowledge of healthcare providers on dietary diversity (CF)</td>
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<td>Young children are mostly fed on demand with mothers relying on baby's food preferences</td>
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