Figure 2 Demand-generation portfolio of Pakistan. High-level thematic analysis.

Demand generation work in Pakistan

Leading organizations

		EPI Pakistan	UN agencies	Civil society/not-for-profit organizations	Academia/ Research organizations
Intervention type – major themes	High-level engagement: advocacy, accountability, and partners engagement	5	1	1	1
	Campaign initiatives	1	-	-	-
	Technical assistance: development of strategies, capacity building for interpersonal communication and social mobilization, and community engagement	1	1	1	-
		-	-	2	1
	Coordination: alignment with milestones of Sustainable Development Goals and creating synergy among other programmes such as polio eradication.	1	-	-	-
	Initiatives for demand generation: information, education and communication material, social media, Robocalls, chatbots, Bablibot, toolkits, decision support system, mobile conditional cash transfer	1	3	3	5
	Service provision: integrated services, transport support, mobile vaccination service	-	-	5	3
	Evidence generation: barriers, testing innovative approaches, and framework development	-	1	2	7

Setting where interventions were implemented

		EPI Pakistan			UN agencies			Civil society/not-for-profit organizations			Academia/ Research organizations		
		R	U	US	R	U	US	R	U	US	R	U	US
Geographical area of implementation	Sindh	✓			✓			✓	✓	✓	✓	✓	✓
	Punjab							✓	✓	✓	✓	✓	✓
	Khyber Pakhtunkhwa							✓	✗	✓	✓	✓	✓
	Baluchistan	(Nationwide initiative)			(Nationwide initiative)			✓	✗	✗	✓	✓	✓
	Gilgit Baltistan							✗	✗	✗	✗	✗	✗
	Azad Jammu and Kashmir							✓	✗	✗	✓	✓	✓
	Federally Administered Tribal Areas							✗	✗	✗	✓	✗	✗

R=Rural
U=Urban
US=Urban slums