**Abstract**

Pesticide associated health effects are serious public concerns in Pakistan. Therefore, understanding of farmer’s risk perception and safety behavior is important for appropriate policy interventions. This study sought help from social psychology to explain farmer’s safety behavior. Referencing Health Belief Model from social psychology, it examined “whether or not adverse health experiences play a part in shaping farmer’s attitude and safety behavior”. The research has exhibited a strong support for the hypothesis. The results of the study indicated that there is significant positive relationship between health effects experienced by the farmers due to the pesticide exposure and their risk perception toward the seriousness of health effects. Moreover, a strong positive relationship was also found between hazardous health experiences from pesticides and the use of safety measures. This implies that to improve awareness, specific and relevant information regarding the health and environmental risks of using pesticide should be provided to farmers through various training programs. The government must design effective outreach programs through farmer field schools, electronic and print media unleashing the health risk of pesticide use, averting behavior and better management of pesticides.