

HIP Strategic Planning Guide: Engaging Men & Boys in Family Planning

July 2, 2018

Tim Shand, Promundo-US, Moderator

Tim is the Vice President of Advocacy and Partnerships at Promundo. He has over a decade of experience providing leadership on programming, research, and advocacy to advance gender equality and gender justice, particularly in the area of engaging men in sexual and reproductive health and rights. Prior to Promundo, Tim worked at Georgetown University's Institute for Reproductive Health as the Deputy and Technical Director of a USAID-funded project focusing on social norm change to promote adolescent well-being. Tim holds a Master's degree in Public Health from the London School of Hygiene and Tropical Medicine, and is currently completing his PhD at University College London's Institute for Global Health.



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Webinar Objectives

Participants have a better understanding of the Male Engagement Planning Guide

Share implementation successes and challenges in male engagement interventions at the global and country levels



Engaging Men and Boys in Family Planning: A Strategic Planning Guide

This document is intended to lead program managers, planners, and decision-makers through a strategic process to identify effective investments for engaging men in efforts to improve sexual and reproductive health. In this guide, male engagement refers to the involvement of men and boys in family planning programs across life stages, including addressing gender norms and gender equality.

This guide builds on reviews of male engagement strategies for family planning⁶ and is informed by recognized experts in the field.⁷ Throughout the steps below, programs should address the specific contexts and diverse needs of program beneficiaries. Examples within each step illustrate how to identify relevant gaps and issues and offer programming approaches to consider. The first priority of any family planning program when considering partner engagement is to respect the client's preference of whether to engage her partner and to do so in equitable ways that protect and encourage women's autonomy.

Step 1: Define the behavioral aim of your initiative.

Men's sexual and reproductive health needs differ across life stages depending on whether they are adolescents, beginning to explore sexual relationships, sexually active, newly married, first-time parents, growing or spacing their families, or have completed family size. Throughout these life stages, men strive to fulfill roles and expectations while exhibiting behavior that can facilitate or inhibit healthy sexual relationships. Program designers should specify behavior outcomes they hope to affect, and use appropriate indicators to track changes in those behaviors over time. Keep in mind that social norms around sexuality and relationship are formed in early adolescence (See the Global Early Adolescent Study). For programs that address needs of adolescent boys, the Strategic Planning Guide for Adolescents offers additional information and suggestions.



An illustrated Social Media Account (SMA) in India explains the various family planning methods to a couple, as the young bride sits down. © 2016 Arvind India/USAID. Courtesy of Planners

Common behavioral aims of male engagement programming include increased male participation in:

- Contraceptive use (e.g., condom and vasectomy) or as partners using methods requiring active cooperation (e.g., Standard Days Method)
- Partners engaged in open communication and decision-making about family planning and contraceptives
- Advocates for gender equality and family planning in their families and communities

Step 2: Assess men's and boys' knowledge and attitudes related to reproduction and contraception.

Family planning programs typically target information and messaging to women and girls; however, women and girls may not be the primary decision-makers about their own contraceptive use. Providing correct and comprehensive information facilitates active engagement of men as supportive partners, advocates, and users of contraception. Misinformation and negative attitudes or beliefs such as using contraception makes men less "manly" or using

⁶ Afafra Abdel-Razek, Michal Avni, Karen Hardoe, Jens Kraft, Rebecca Lundgren, Erin Mufka, Tim John Shand, Dominic Shattuck, Caitlin Thistle, and Shagufa Shifa Siddiqi

January 2018

Why we're here:

- Urgent global unmet SRH needs
- Barriers of norms, attitudes, & gender inequalities
- Evidence that male engagement works
- Existing national and international commitments
- Interventions with men short-term, limited in scale and scope, and peripheral
- Need men, not in charge of women's SRH decisions, but as full, equitable partners.
- Collective will and opportunities



Participants in the MenCare+ program, Rwanda. Photo by Seth Chase.

MISSING IN ACTION?

Only 2.1% increase in
global male method
prevalence since ICPD
(1994-2015)

Source: Ross, J. & Hardee, K. (2016) Use of male methods of
contraception worldwide, *Journal of Biosocial Science*, pp. 1-16.

GUTTMACHER-LANCET COMMISSION

ON SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS

**"A broader vision of
sexual and reproductive
health and rights is
essential to achieving
the world's human rights
and development goals."**

Ann M. Starrs & Dr. Alex Ezeh
Co-Chairs,
Guttmacher-Lancet Commission



guttmacher.org/SRHRagenda

#SRHRagenda

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HIP Step 1 – Define the Behavioral Aim of Your Initiative

Men's sexual and reproductive health needs **differ across life stages**

Specify behavior outcomes, and use appropriate indicators to track changes in those behaviors over time.

Common behavioral aims include:

- Men as contraceptive users or as partners using methods
- Men as partners engaging in FP open communication and decision-making
- Men as advocates for gender equality and FP

HIP Step 2: Assess men's and boys' knowledge and attitudes related to reproduction and contraception.

SRH information is typically targeted to women. Men's comprehensive knowledge facilitates engagement as users, partners and advocates and combats barriers

1. Knowledge of puberty and reproduction across the lifecycle
2. Knowledge, attitudes and beliefs towards FP and reproduction
3. Knowledge of, preferences for, and perceptions of FP services

HIP Step 3: Assess how gender norms affect male engagement in family planning.

Impact of **patriarchal gender norms** on men and women

Men play important role in challenging inequitable gender norms and fostering new ones

Before responding, **clarify underlying norms** influencing behaviors

- Conduct a gender analysis of secondary data sources
- Collect primary data through key informant interviews and focus group discussions

HIP Step 4: Identify programming approaches that engage men and boys.

Identify whose **opinions matter to men and may influence** behaviors

- Religious leaders, elders, parents, positive deviants

Identify **where men prefer** to receive SRH information

Develop programmatic approach (next slide)

HIPs: Service Delivery & SBCC

HIGH IMPACT PRACTICE	PRACTICE CAN...			APPROACHES
	Improve knowledge and attitudes	Address norms	Increase access to male contraception	
Social and Behavior Change Category: Consider integrating information sharing and discussions into traditionally male spaces such as agricultural projects or development committees.				
Mass media	✓	✓		Radio, television, billboards, newspapers
Community group engagement	✓	✓		Facilitated dialogue and reflection with and through community groups, street theater, engagement through faith/community leaders
Digital health for clients: <i>coming Feb 2018</i>	✓	?		Social media, interactive voice technology, mobile apps
Interpersonal communication: <i>coming Fall 2018</i>	✓	✓		Hotline, male motivators and peer educators/mentors, positive deviants
Service Delivery Category: Consider that men and boys often prefer accessing services through non-clinic and informal settings.				
Mobile outreach services	✓		✓	Particularly important for services, such as vasectomy, that require a high level of clinical skill.
Community health workers	✓	✓	✓	Male CHWs can motivate men to support family planning and build couples' communication skills.
Drug shops and pharmacies , Social marketing			✓	Pharmacies and drug shops are often a preferred source for purchasing contraceptives among men and boys.

Tips from implementation experiences

- **Positive** messaging that **resonates** in the local language and culture
- Support **individual and community reflection** on norms, expectations, and roles at different life stages
- Make FP information & services **convenient and welcoming**
- Design programs that go to **where men are**.
- Include strategies for **reaching female partners**



GETTING TO Equal

Evidence and Global Campaign on men, gender and SRHR

- ✓ Shift the international paradigm and support national commitments on men and SRHR
- ✓ Advocacy brief on men & SRHR (guiding principles, 10 priority areas for action and recommendations)
- ✓ Landmark report on gender, men & SRHR (for ICFP)
- ✓ Analysis of FP Costed Implementation Plans (CIPs)
 - how are men reflected



RCT of Promundo's Program P in Rwanda:

1,700 fathers and their partners

participated in training on MNCH & caregiving:

Percentage change: ↓ IPV 42% ↓ VAC 15%

↑ male and female ANC attendance ↑ FP use



Available in PLOS ONE



Men **Care**

A GLOBAL FATHERHOOD CAMPAIGN

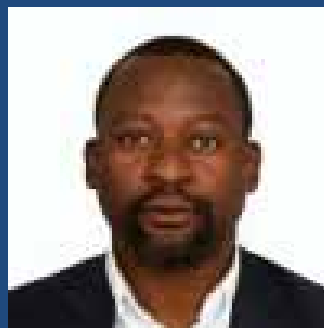
STATE
OF THE
WORLD'S
FATHERS

2015

Today's Panelists



**Rebecka Lundgren,
IRH - Georgetown**



**Albert Komba,
Jhpiego Tanzania**



Erin Mielke, USAID

Erin Mielke, USAID

Erin Mielke, has served as a Senior Technical Advisor for Reproductive Health in USAID's Office of Population and Reproductive Health since 2007. She manages global fistula and family planning service delivery projects. Prior to her work at USAID, she served for over 10 years at EngenderHealth and UMATI in Tanzania.





Engaging Men and Boys in Family Planning

Erin Mielke

Reproductive Health Senior Technical Advisor

July 2, 2018

Historical perspective and paradigm shift

Men as *bystanders* in FP →

Men as *engaged and supportive partners*, *users* of voluntary FP
and as *agents of change* for gender equality and voluntary FP use
→ method choice

GOAL:

**Men AND Women as informed and voluntary contraceptors
and FP/RH consumers**

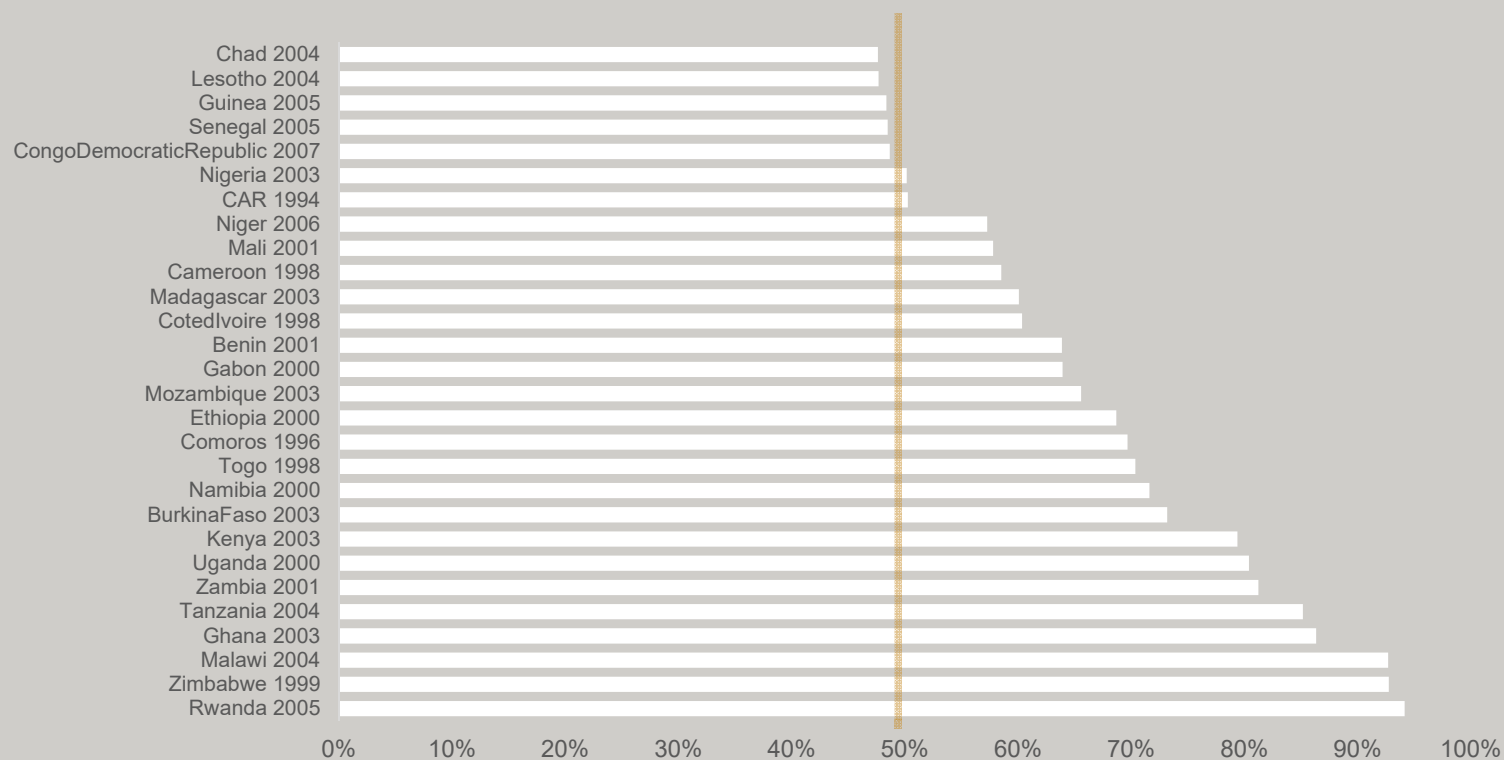
Why engage men and boys?

- Men's knowledge and support of family planning influences their partners' use of family planning
- Increased couple communication positively impacts on family planning use
- Attitudes and behaviors affecting health behaviors form early on

Programs involving men can enhance spousal communication and improve gender equitable attitudes.



A significant proportion of men in 28 DHS countries in sub-Saharan Africa approve of using contraception to avoid pregnancy.



Source: Kristin Bietsch, 2015.

Why engage men and boys?

- Positive impact on women's health
- Alleviate burden for women; increase gender equity in FP
- Engage men to improve their own reproductive health
- Male contraception use is 21% of global use
- More couples want to limit
- Increase voluntary FP uptake and sustainability



Key Areas of Focus (1)

1. Set the stage for boys and young men to become future voluntary contraceptive users and supportive and responsible partners.
2. Increase men's knowledge of and demand for voluntary contraceptive methods and family planning services.
3. Strengthen the capacity of health systems to deliver high-quality voluntary FP services to men, boys, and couples.

Key Areas of Focus (2)

4. Expand method mix and choice for men and couples (including voluntary vasectomy).
5. Strengthen attention to men and boys as FP/RH clients in national policies and guidelines, and scale up proven interventions.
6. Fill knowledge gaps about men and boys through data collection.

Este documento objetiva guiar gerentes de programas, planejadores e tomadores de decisão ao longo de um processo estratégico para identificação de iniciativas efetivas no sentido de engajar homens em esforços para melhorar da saúde sexual e reprodutiva. Nesse guia, o engajamento masculino refere-se ao envolvimento de homens e rapazes em programas de planejamento familiar ao longo das faixas de vida, incluindo a abordagem de normas de gênero e igualdade de gênero.

Este guia baseia-se em revisões de estratégias para o engajamento masculino no planejamento familiar^{1,2} e é informado por especialistas reconhecidos neste tema.³ Ao longo dos passos descritos a seguir, os programas devem abordar contextos específicos e necessidades diversas de beneficiários do programa. Exemplos em cada passo ilustram como identificar lacunas e questões relevantes e oferecer abordagens programáticas a serem consideradas. A primeira prioridade de qualquer planejamento familiar, quando se considera o engajamento do parceiro, é respeitar a preferência da cliente quanto engajar o parceiro e fazê-lo de maneira igualitária, que promova e encoraje a autonomia feminina.

Passo n.º 1: Defina o objetivo comportamental de sua iniciativa.

As necessidades masculinas de saúde sexual e reprodutiva mudam ao longo das faixas de vida, de acordo com suas situações: adolescentes, iniciantes em relações sexuais, sexualmente ativos, recém-casados, pais pela primeira vez, ou que estão assumindo a família ou esperando gestações, os aspectos que já complementam o tamanho ideal da família. Ao longo das faixas de vida, os homens enfrentam-se por cumprir seus papéis e expectativas ao mesmo tempo em que têm comportamentos que podem facilitar ou impedir relacionamentos sexuais saudáveis. Propósitos de programas devem especificar os resultados, consequentemente que devem influenciar e usar indicadores apropriados para monitorar mudanças nos comportamentos ao longo do tempo. Tanto em menas que normais sociais acerca da sexualidade e relacionamentos são formadas na primeira adolescência (veja o Global Early Adolescence Study). Para programas que tentam das necessidades de adolescentes, a Strategic Planning Guide for Adolescents oferece informações e sugestões adicionais.

Objetivos comportamentais comuns em programas de engajamento masculino incluem aumento da participação masculina nos seguintes termos:

- Uso de contraceptivos (p. ex., preservativos e vasectomia) ou como parceiros que usam métodos que envolvam cooperação ativa (p. ex., a tubuladura ou Método dos Dias Fértis)
- Parceiros engajados em comunicação e tomada de decisão transparentes quanto ao planejamento familiar e contracepção
- Defesa da igualdade de gênero e do planejamento familiar em suas famílias e comunidades

Passo n.º 2: Avalie o conhecimento e atitudes de homens e rapazes em relação à reprodução e contracepção.

Os programas de planejamento familiar normalmente visam comunicar e informar mulheres e moças; contudo, homens e moças podem não ser os principais tomadores de decisão quanto a seu próprio uso contraceptivo. Oferecer

¹ Afefeh Abdu-Rahman, Michal Avni, Karen Hardee, Joan Kraft, Rebecca Lundgren, Erin Mielke, Tim John Shand, Dominik Shattuck, Caitlin Thistle, e Shegufa Shafa Sikder.

January 2018

El presente documento tiene por objetivo orientar a los directores de programas, los planificadores y los tomadores de decisiones a través de un proceso estratégico que permita identificar cuáles inversiones son eficaces para involucrar a los hombres en los esfuerzos que apuntan a mejorar la salud sexual y reproductiva. En esta guía, el involucramiento masculino se refiere al involucramiento de los hombres y de los niños en los programas de planificación familiar en todas las etapas a lo largo de sus vidas, incluido el abordaje de las normas de género y de la igualdad de género. Esta guía fue elaborada basándose en estudios publicados en materia de estrategias para el involucramiento masculino en la planificación familiar^{1,2} y en la información proporcionada por expertos en la materia.³ A lo largo de los siguientes pasos, los programas deben tener en cuenta los contextos específicos y las necesidades diversas de los beneficiarios del programa. Los ejemplos que se proporcionan dentro de cada paso ilustran cómo identificar los puntos de partida y los problemas que requieren una solución y muestran los enfoques de la programación que deben tenerse en cuenta. La prioridad principal de cualquier programa de planificación familiar, cuando se considera el involucramiento de la pareja, es respetar las preferencias de la mujer, en cuanto a si involucrar a su pareja o no, y hacerlo en formas equitativas que promuevan y fomenten la autonomía de las mujeres.

Paso 1: Defina la meta comportamental de su iniciativa.

Las necesidades de salud sexual y reproductiva de los hombres difieren según la etapa de su vida, dependiendo de si son adolescentes, o comienzan a explorar las relaciones sexuales, o son sexualmente activos, o están casados, o padres primerizos, o si sus familias están creciendo, o si hacen su familia más pequeña, o si han alcanzado el tamaño ideal de familia. A lo largo de las etapas de la vida, los hombres se enfrentan para cumplir sus roles y expectativas, mientras que exhiben comportamientos que pueden ya sea facilitar o impedir las relaciones sexuales saludables. Los diseñadores de programas deben especificar los comportamientos que desean afectar y definir cuáles indicadores adecuados para registrar los cambios en dichos comportamientos en el transcurso del tiempo. Debe ser en cuenta que los hombres sociales normales de la sexualidad y las relaciones se forman en la fase temprana de la adolescencia (Ver Global Early Adolescence Study). Para programas que abordan las necesidades de los niños adolescentes, Strategic Planning Guide for Adolescents ofrece información y sugerencias.

Entre las metas comportamentales habituales de la programación del involucramiento masculino se encuentran aumentar la participación masculina en calidad de:

- Usuarios de métodos anticonceptivos (por ejemplo, condones y vasectomía) o parejas que utilizan los métodos que requieren una cooperación activa (por ejemplo, el Método de los Días Fértis)
- Parejas que mantienen una comunicación abierta y transparente en la toma de decisiones respecto a la planificación familiar y el uso de métodos anticonceptivos
- Defensores de la igualdad de género y la planificación familiar en sus familias y comunidades

Paso 2: Evalúe el conocimiento y las actitudes de los hombres y los niños en cuanto a reproducción y anticoncepción.

Los programas de planificación familiar típicamente apuntan a impartir información y a hacer llegar mensajes a las mujeres y a las niñas sin embargo, las mujeres y las niñas pueden no ser quienes realmente toman las decisiones respecto a su propio uso de anticoncepción. Proporcionar información correcta y completa facilita el involucramiento activo de los hombres como parejas

¹ Afefeh Abdu-Rahman, Michal Avni, Karen Hardee, Joan Kraft, Rebecca Lundgren, Erin Mielke, Tim John Shand, Dominik Shattuck, Caitlin Thistle, e Shegufa Shafa Sikder.

Enero de 2018

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January 2018

<https://www.fphighimpactpractices.org/guides/engaging-men-and-boys-in-family-planning/>

Rebecka Lundgren, IRH-Georgetown University

Dr. Lundgren has over 25 years of comprehensive, hands-on experience developing and testing reproductive health and behavior change programs, with particular interest in expanding family planning choice, youth and engaging men in reproductive health. As an applied anthropologist, she has expertise applying qualitative and ethnographic methods to her work, and has developed innovative mixed method approaches to evaluate fertility awareness and gender transformation programs for very young adolescents. She received an MPH from UCLA's School of Public Health in the Department of Population and Family Health in 1987, and her doctorate in applied anthropology from the University of Maryland.



What works to engage men as contraceptive users, partners and health advocates?

Lessons learned from two decades of engaging men in reproductive health

Rebecka Lundgren, PhD, MPH | July 2018



Project	Population	Outcome	Region
AWARENESS, FAM	Men, women, couples	SDM, LAM, TwoDay Method	Global (including US)
GREAT	Early/older adolescents, newly married/parenting	GBV, FP, gender equality	East Africa
Tekponon Jekuagou	Men, women, couples	FP	West Africa
REAL Fathers Initiative	Young fathers, couples	GBV, VAC	East Africa
Choices, Voices, Promises	10-14 year old boys and girls, parents	GBV, gender equality	Southeast Asia
Growing Up GREAT!	10-14 year old boys and girls, parents	GBV, SRH, gender equality	Central Africa
Transforming Masculinities	Newly married/parenting couples	FP, GBV, gender equality	West Africa
FACT Project	Adolescents, men, women, couples	Fertility awareness, FP	Nepal, East Africa



8 LESSONS LEARNED

Engaging Men As Users,
Partners, And Advocates



Learn what boys and men
want, need and prefer.
Design programs accordingly.



Photo Credit: Save the Children/Dickens Ojamuge

What motivates young fathers?

- ✓ Strengthened bonds with children
- ✓ Praise and respect from wife, children, elders
- ✓ Support to be successful in a difficult role

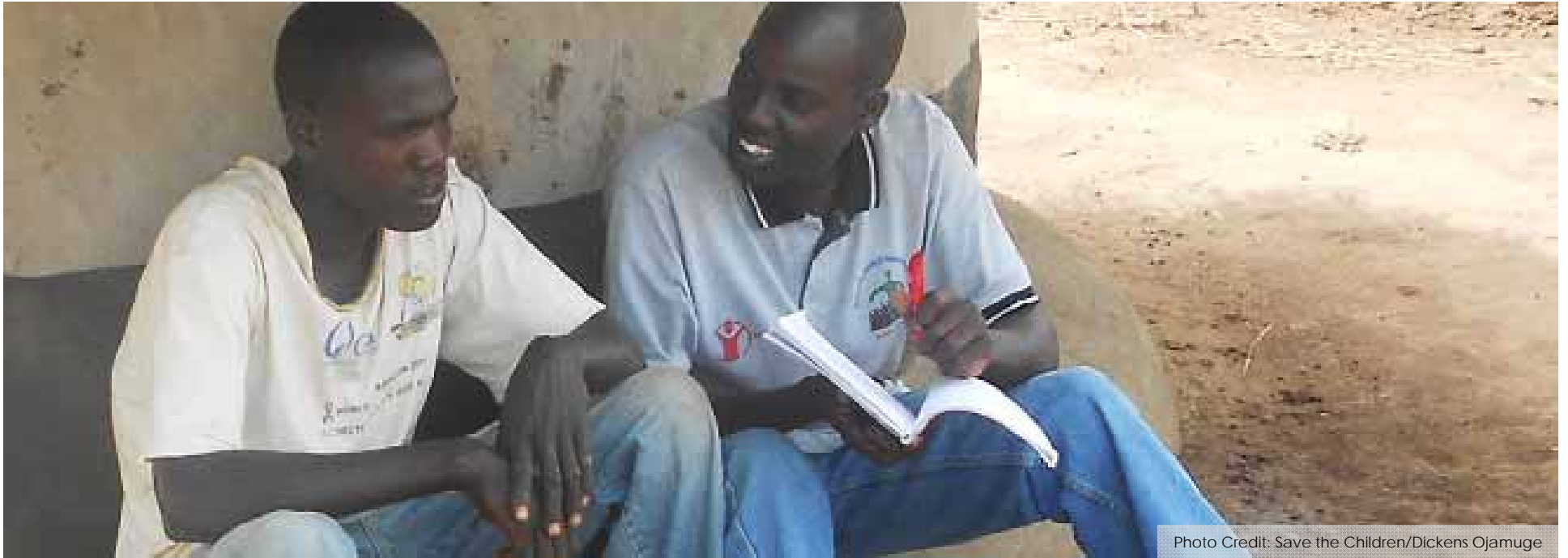
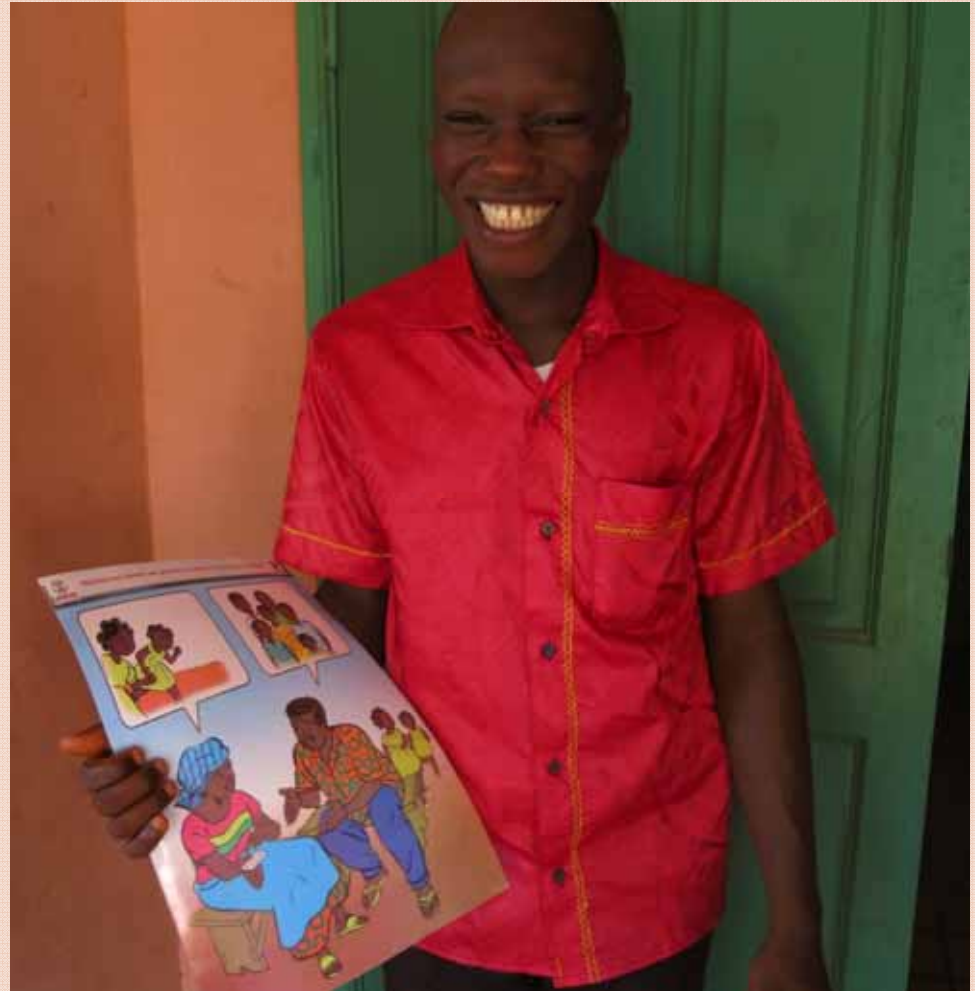
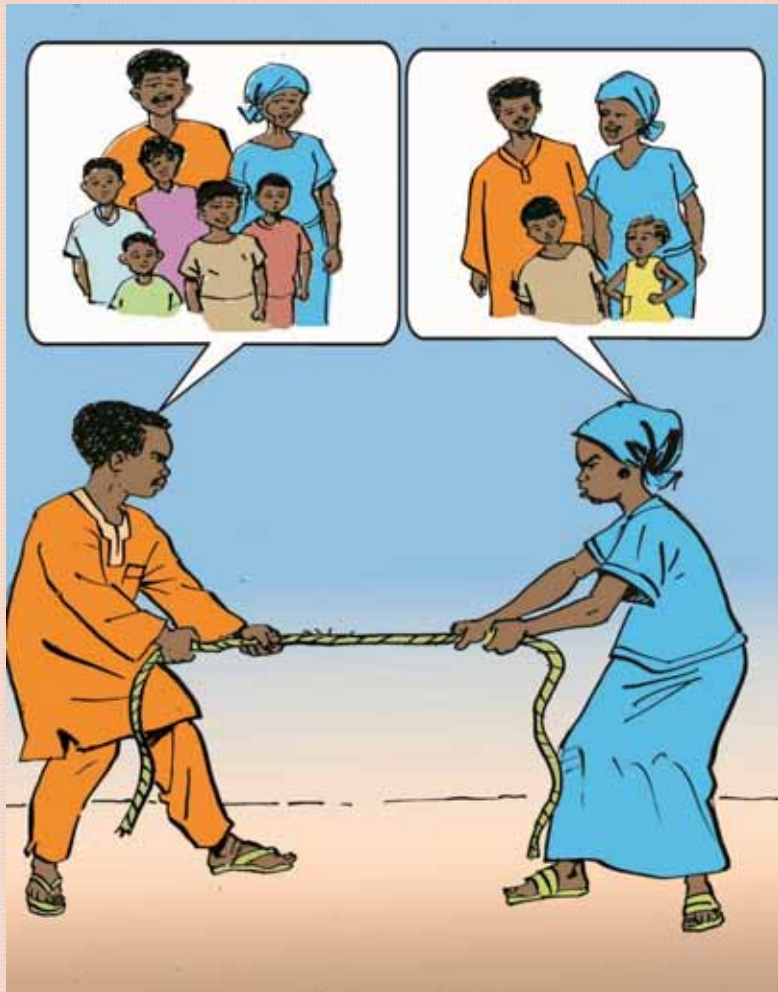


Photo Credit: Save the Children/Dickens Ojamuge

Mentoring Program

- ✓ **Respected elders identified by young fathers** and trained to serve as mentors
- ✓ Each mentor **advised up to 4** young fathers using structured protocol
- ✓ Mentors have **6 home visits (2 couple-based)** and **6 group meetings (1 couple-based)**

Include men's perspectives in materials.



Be direct.

Sex and Birth Control... It Takes Two!

Talk with your partner about sex and birth control. This can help both of you protect your health and avoid unintended pregnancy.

Questions to ask each other:

- Do we want to have children soon?
- Which birth control method is right for us?
- Are we planning to have sex only with each other?
- How will we protect ourselves from HIV/AIDS and other sexually transmitted infections?

Get involved. Men and women make decisions about sex and birth control together.

For men:

- Learn about birth control options.
- Support your partner. Go to the doctor with her and help her pay for birth control what you can do.
- Use birth control correctly.
- Protect yourself and your partner from sexually transmitted infections.
- Use condoms. If you are sure you don't want more children in the future, consider a vasectomy.

 **Planned Parenthood**
of San Diego & Riverside Counties

Couples make decisions together all the time. Why should birth control be any different?

- Planning for parenthood is important, and should involve both the woman and the man.
- Decisions—and consequences—about birth control involve both of you.
- Talking with your partner can help you plan for the future and use birth control more effectively.



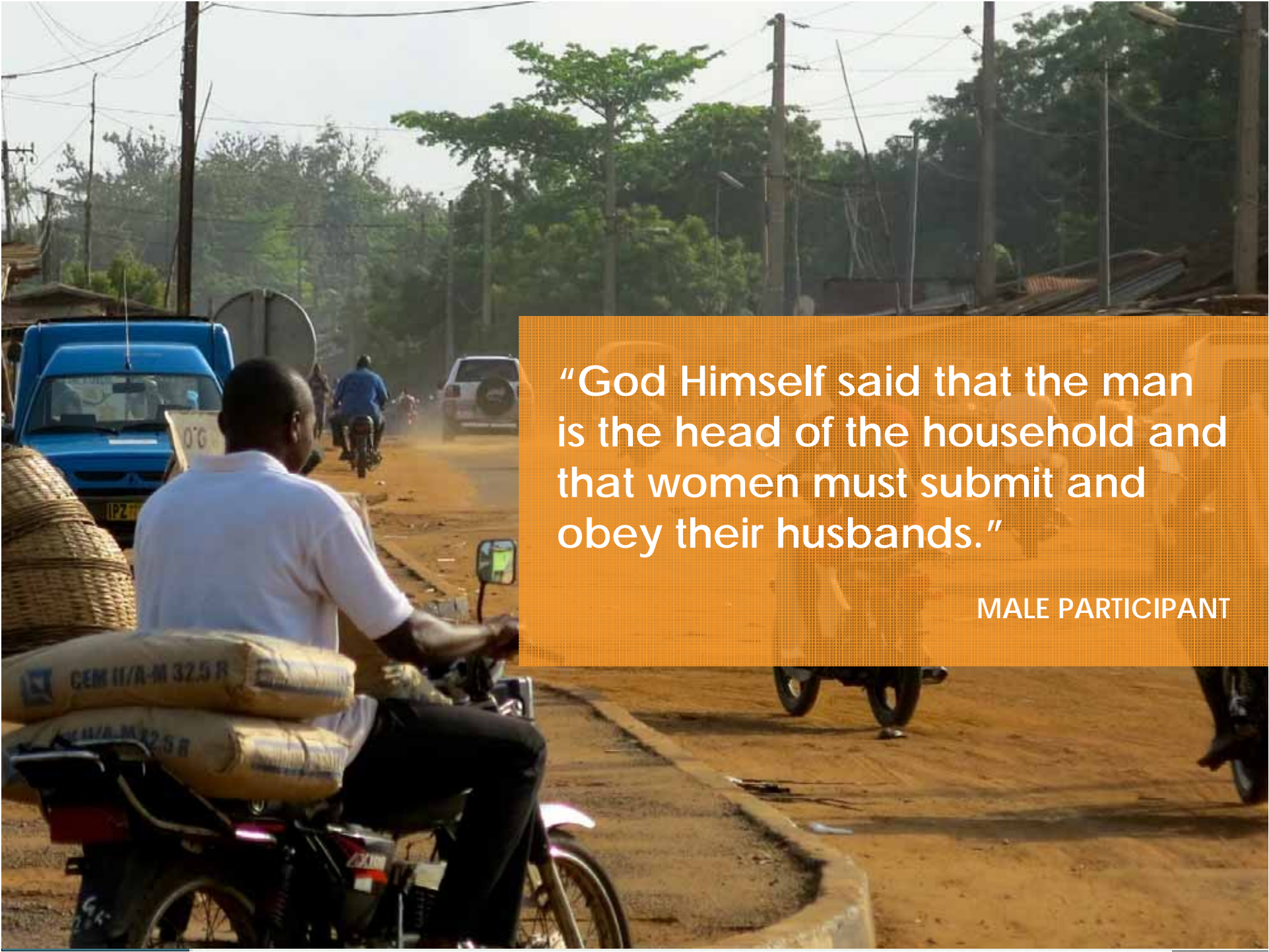
It Takes Two!

For more information on birth control methods contact Planned Parenthood at:
1-888-743-PLAN
www.planned.org

 **Planned Parenthood**
of San Diego & Riverside Counties

2

Recognize and address
gender power dynamics
and the consequential
influence of masculinities.

A photograph of a man riding a motorcycle on a dusty dirt road. The man is wearing a white short-sleeved shirt and dark trousers. He is carrying two large bags of cement on the back of the motorcycle. The bags are white with blue and red text, including "CEM II/A-M 32.5 R". In the background, there is a blue truck, a white car, and another person on a motorcycle. The road is unpaved and dusty, with trees and utility poles in the distance. An orange semi-transparent box with white text is overlaid on the right side of the image.

“God Himself said that the man is the head of the household and that women must submit and obey their husbands.”

MALE PARTICIPANT



COUPLES



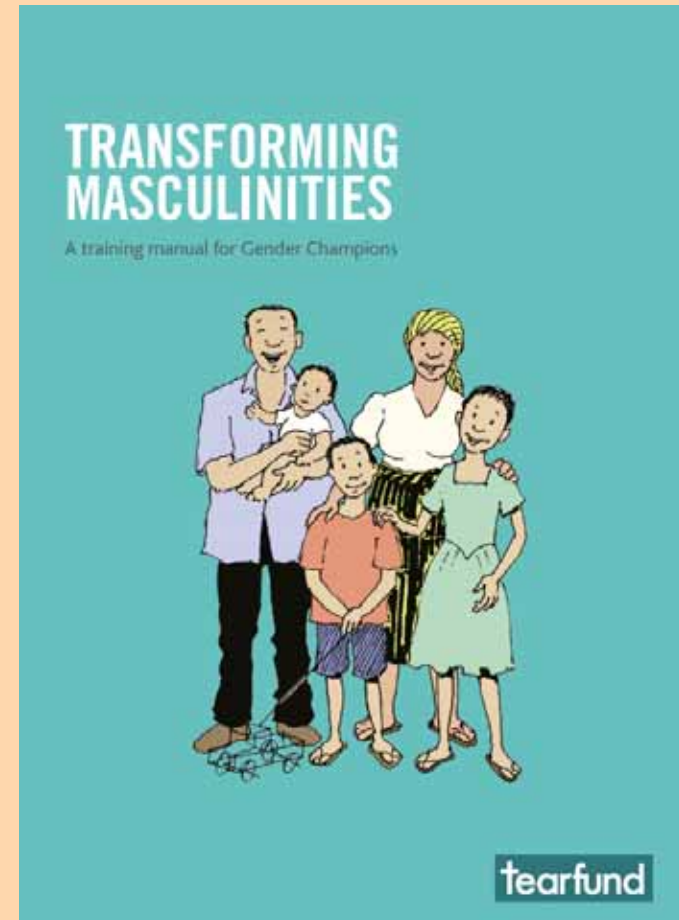
FAITH LEADERS



CONGREGATION



GENDER CHAMPIONS



Gender Synchronized Activities

Provide spaces for both men and women to express themselves and learn in same sex and mixed groups





Avoid thinking of men as static and one-dimensional.

Multiple Masculinities



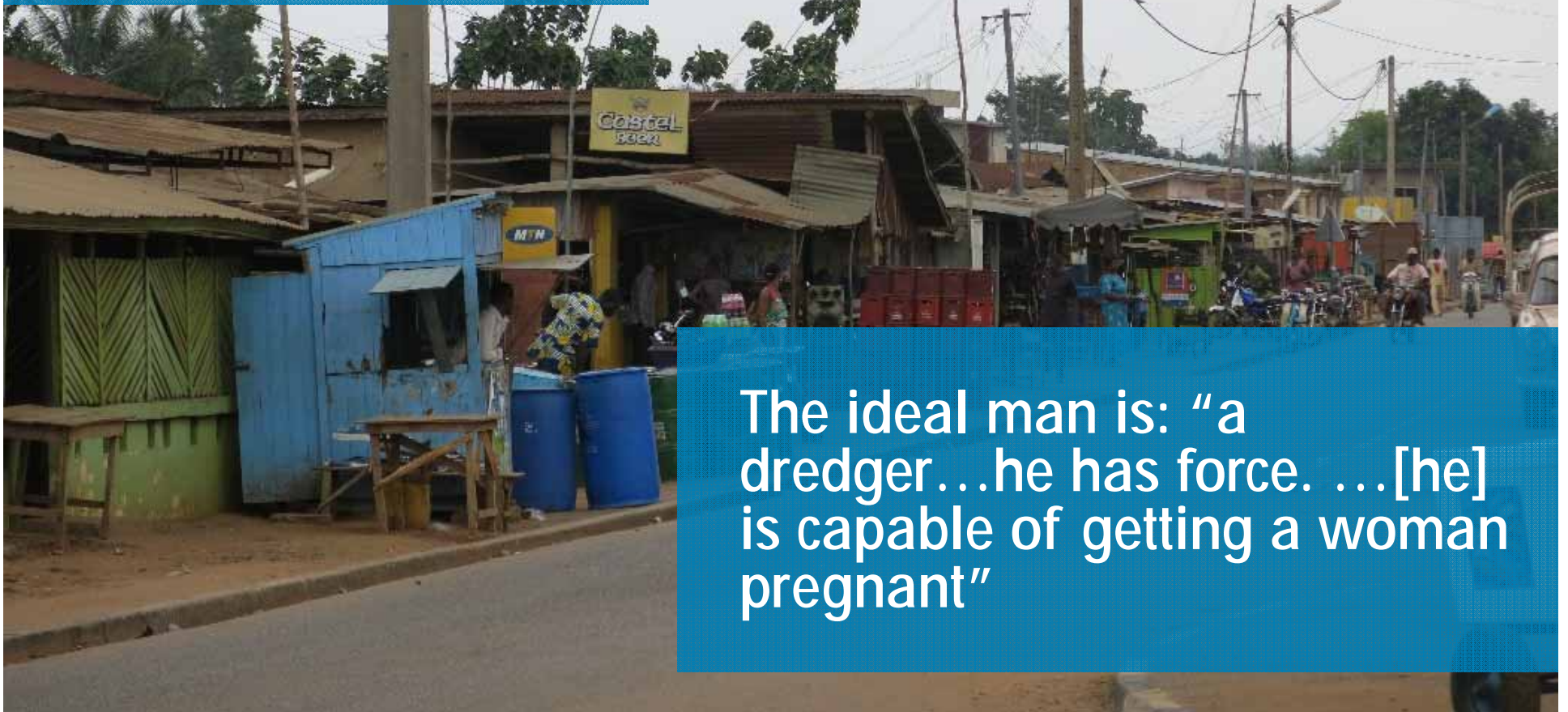
FP-Enabling Masculinities



“You know, we men do not often decide to limit our births! We men say to have children, and many!”

FP-Inhibiting Masculinities: Fertility?

The ideal man is: “a dredger...he has force. ...[he] is capable of getting a woman pregnant”





Segment men

& approach them appropriately.

Photo Credit: Save the Children/Dickens Ojamuge



4

Meet men where they are,
physically and emotionally.

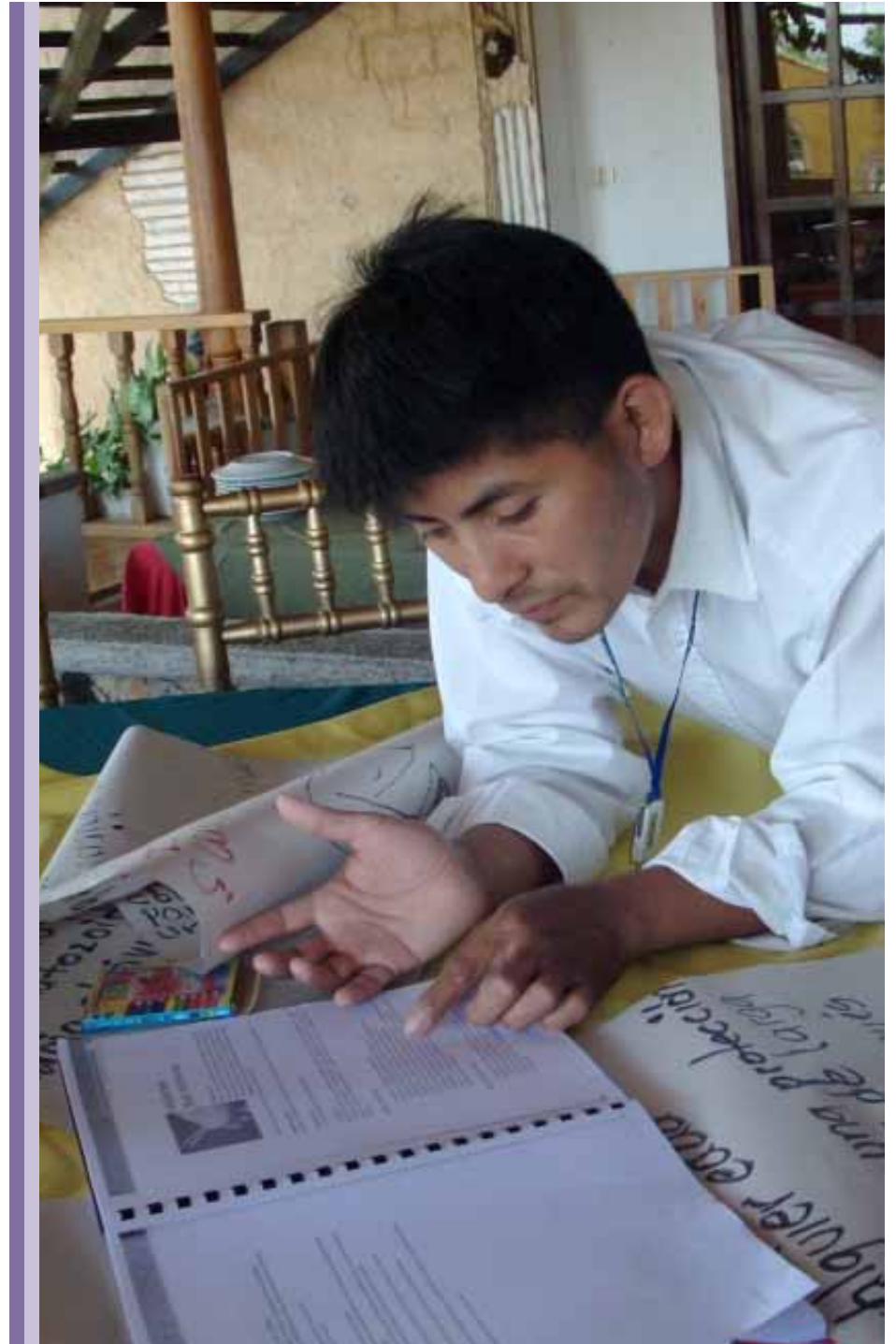


Work with men and through men's networks. Make organizational adjustments as needed.

Reach men through their networks.

In Philippines and Guatemala, FP info provided through:

- ✓ Agricultural cooperatives
- ✓ Microfinance groups
- ✓ Community development committees





Incorporate FP into water & sanitation programs.

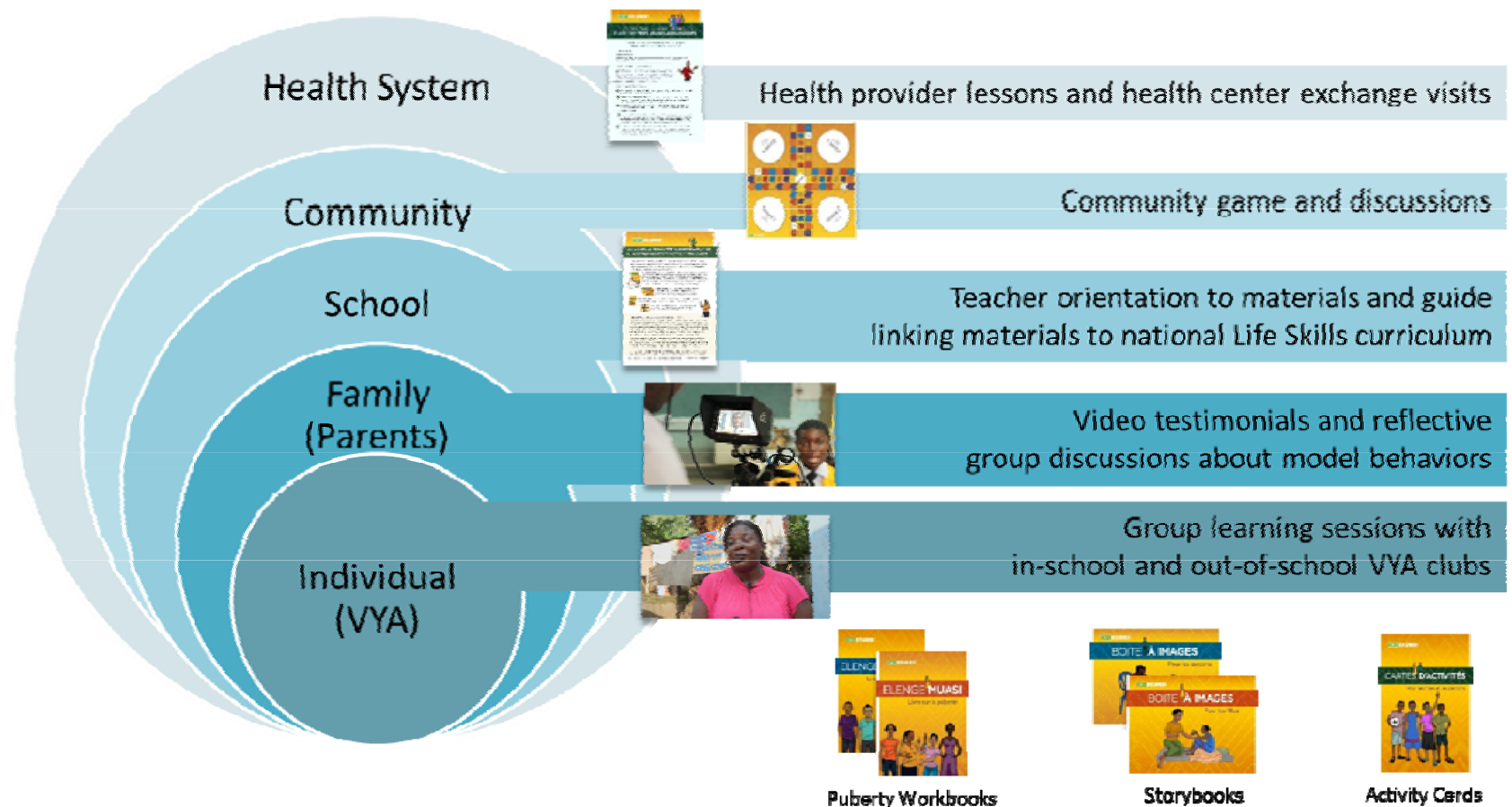
PCI El Salvador

- ✓ FP topics in water/ sanitation and agricultural education
- ✓ Home visits by volunteers
- ✓ SDM, OCP and condoms offered in community with referrals for other methods




Consider men's needs
across the life course
& apply a socio-ecological lens.

Growing Up GREAT!





Identify and engage men's
reference groups
for sustained change.



"There is not one single person in any of my networks who can give me positive information on family planning—they are all against it."

32 YEAR-OLD FARMER

Men & women have different reference groups.

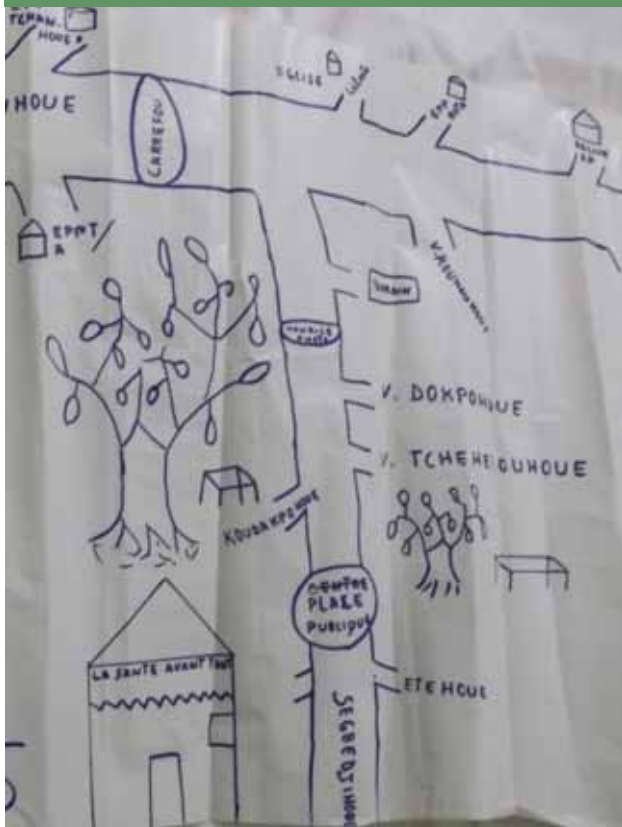
Family Planning

Person	Women		Men	
	N	%	N	%
Partner***	201	40.8	124	30.5
Mother/in-law**	154	31.2	98	24.1
Father/in-law***	71	14.4	84	20.6
Faith leader*	124	25.2	125	30.7

* Significant difference (χ^2 tests) between women and men: * at $p < 0.10$; ** at $p < 0.05$; *** at $p < 0.01$

Tékponon Jikuagou

Social network mapping to identify influential groups & individuals





Address men as clients,
users and advocates
in their own right.

"Sometimes, the husband just discovers that she is using the method. So, it is looked at as female planning, not family planning."

28 YEAR-OLD MAN



Photo Credit: Dickens Ojamuge, Save the Children



Unmet Need Defined

A man who has at least one wife...

- ✓ with whom he is having sex and neither of them is using family planning (modern or traditional)
- ✓ who is not pregnant and he does not want to become pregnant
- ✓ who he perceives is at risk of pregnancy



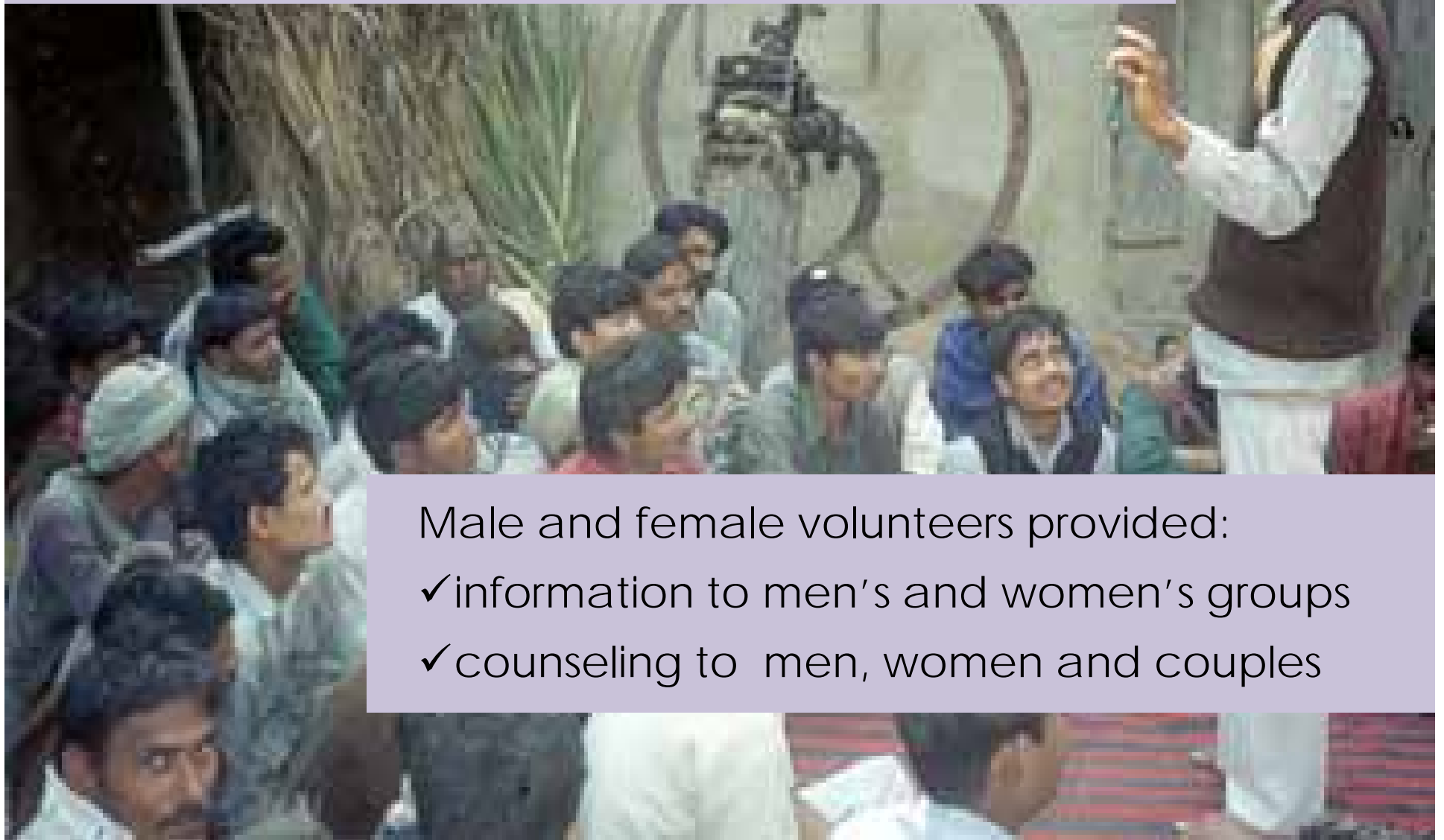
Expand contraceptive options for men and couples.

Standard Days Method

Using a condom or abstaining during fertile days

- ✓ Following wife's instructions
- ✓ Keeping track of fertile days
- ✓ Purchasing CycleBeads and condoms

CARE India: Male Volunteers



Male and female volunteers provided:

- ✓ information to men's and women's groups
- ✓ counseling to men, women and couples

Men as Advocates



"I now discuss with others and I even went to neighboring village to explain the bases of these methods to them."

TJ - MALE PARTICIPANT

"As a platform leader I am the light sent to enlighten the community by giving them information and advice."

GREAT - OLDER ADOLESCENT

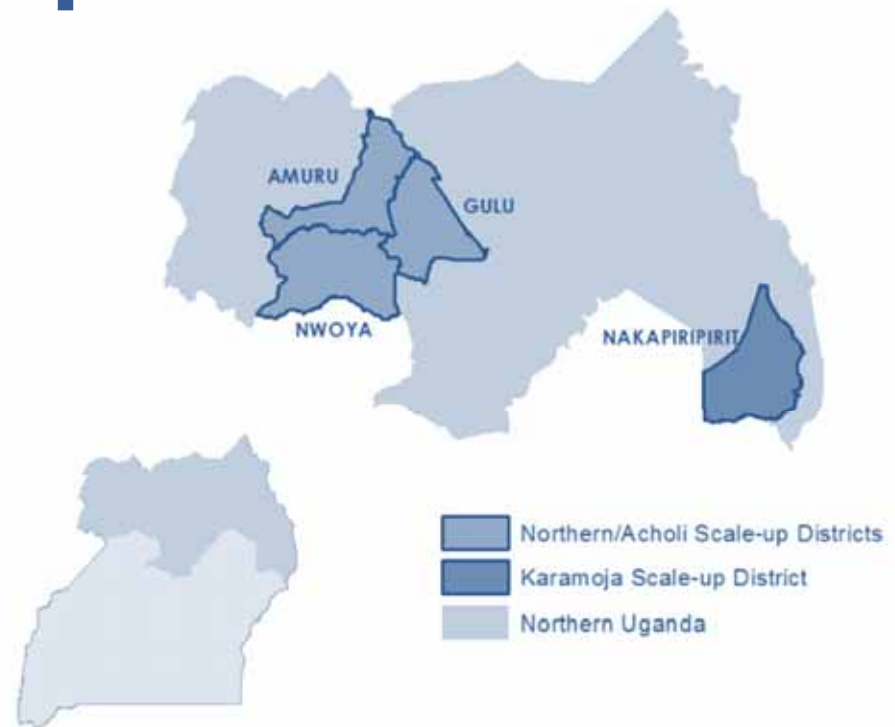




Avoid pilots to nowhere:
keep scalability & integration in
mind.

REAL Scale-up Through Integration

- ✓ Livelihood program in Northern Uganda (YIED)
- ✓ Early education program in Karamoja, Uganda (ECCD)



Scaling Up GREAT in Northern Uganda



Scalable Interventions

SIMPLE

- Simple concepts
- Easy-to-use

ACCEPTABLE

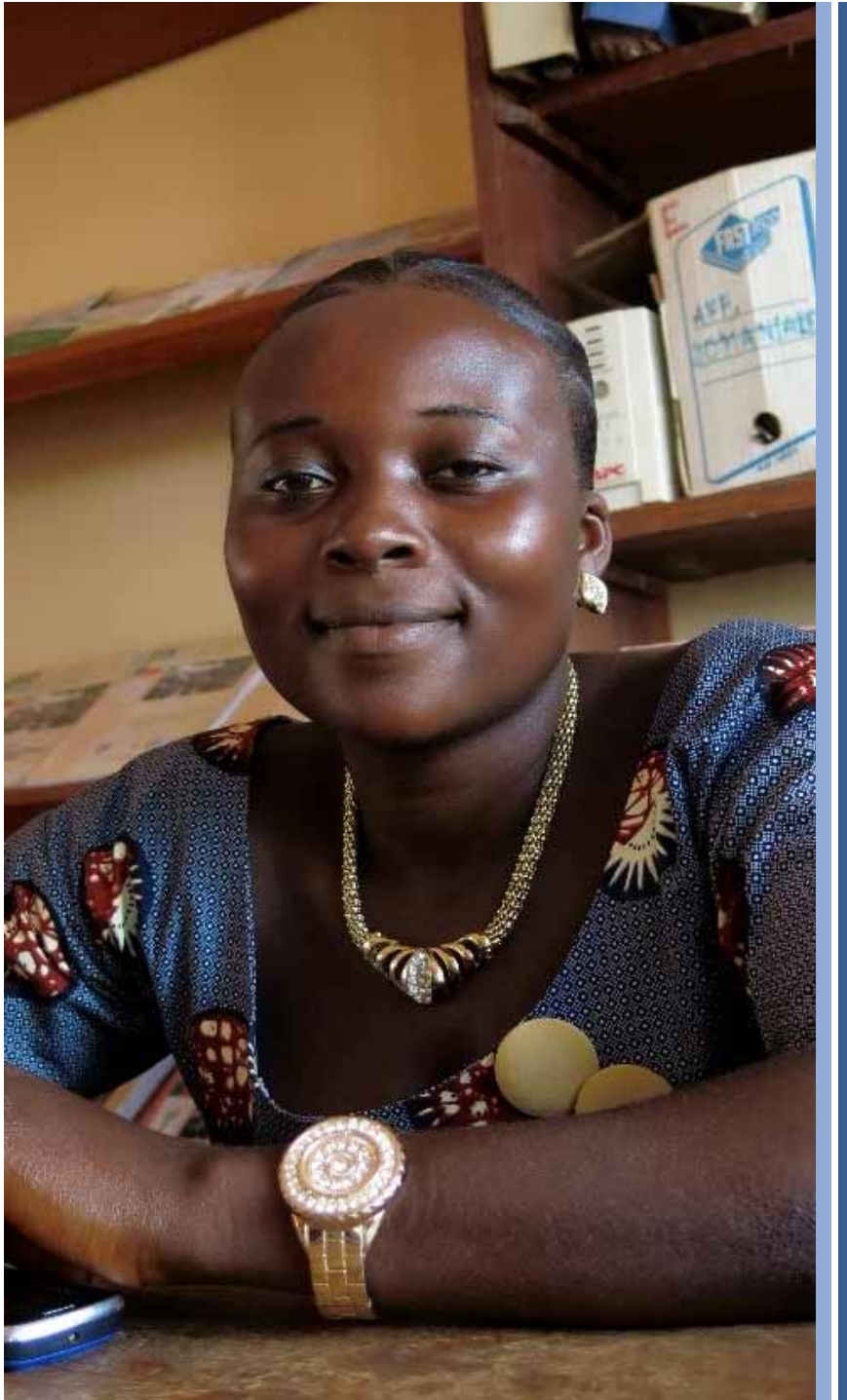
- Catalyze reflective dialogue
- Fun, engaging activities to ensure use
- Rooted in deep understanding of context

LOW RESOURCE

- Low cost materials
- Feasible to integrate into multi-sector programs

Lean Materials





Lean Strategies

- ✓ Work with **existing** platforms, groups, influentials
- ✓ **Strategic** targeting of change actors
- ✓ **Minimal orientation and coaching**
- ✓ Use media to **increase diffusion**
- ✓ Monitor community acceptability and intervention 'stickiness'

Acceptability: Engaging activates rooted in the context



8 Key Lessons

- 1 Learn what boys and men want, need and prefer and design programs accordingly
- 2 Recognize and address gender power dynamics and the consequential influence of masculinities
- 3 Remember that men are not static or one-dimensional
- 4 Meet men where they are –emotionally and physically
- 5 Consider men's needs across the life course and apply a socio-ecological lens
- 6 Identify and engage men's reference groups for sustained change
- 7 Address men as clients and users in their own right
- 8 Avoid pilots to nowhere- design and implement with scalability and integration in mind



grer@georgetown.edu | www.irh.org

Albert Komba, Jhpiego Tanzania

Dr. Komba is the Chief of Party for the Jhpiego – led Sauti Project implemented in 13 regions and 44 districts in mainland Tanzania. Before assuming this position, he served as the Sauti Deputy Chief of Party for close to two years. Albert joined Jhpiego Tanzania in 2011 as an Infection Prevention Technical Advisor. Albert is a Medical Doctor and holds a Diploma in Pediatrics and Child Health (Royal College of Pediatrics and Child Health, United Kingdom), Diploma in Clinical Research (Vienna School of Clinical Research, Austria), and a Masters Degree in Public Health from the Johns Hopkins Bloomberg School of Public Health.



Engaging Men & Boys in Family Planning

Sharing Field Experience

Dr. Albert Komba
Chief of Party, Sauti Project
Tanzania

Johns Hopkins University Affiliate



Sauti Project



Project Timelines: February 2015 – February 2020

Goal: Contribute to the improved health status for all Tanzanians through a sustained reduction in new HIV infections in support of Tanzania's commitment to HIV prevention

Stakeholders:

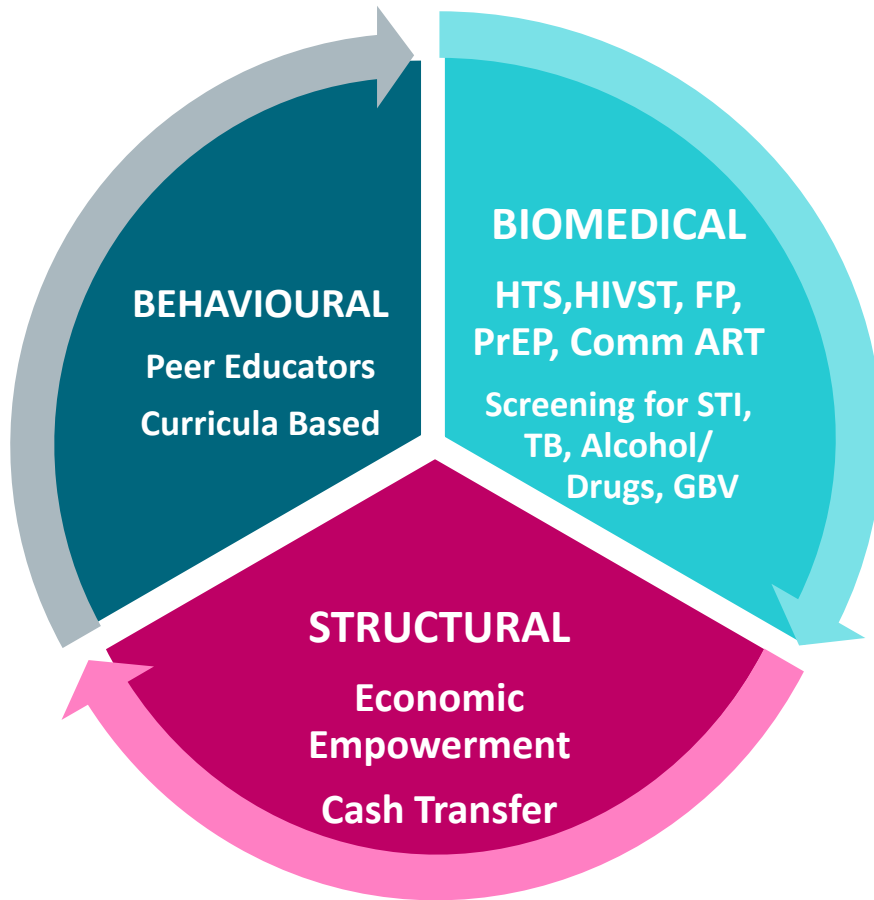
- MOH, Regional Admin & Local Governments, Tanzania Commission for AIDS (TACAIDS)
- 18 Civil Society Organizations



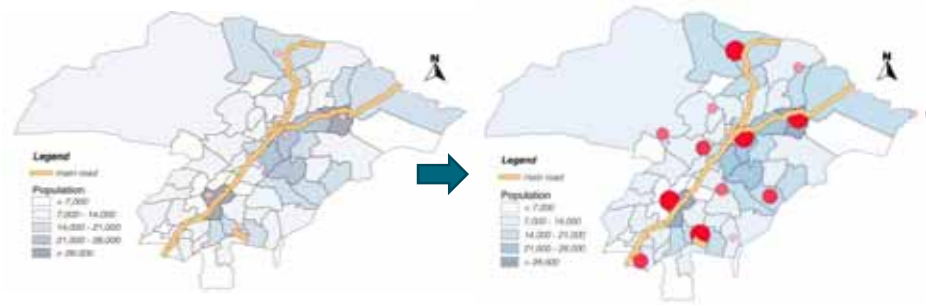
USAID
KUTOKA KWA WATU
WA MAREKANI



SAUTI'S OVERARCHING STRATEGY

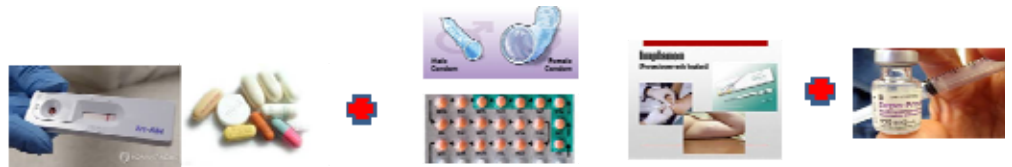


To Saturate 80% of Key & Vulnerable Populations (KVPs) with a core package of combined biomedical, structural & behavioural interventions



KVPs participate in a core package of

- **vulnerability-tailored**
- **client- and community-centered**
- **combination HIV prevention and FP services**
- **Traceable linkages to care, treatment and other referral services**



Family Planning Service



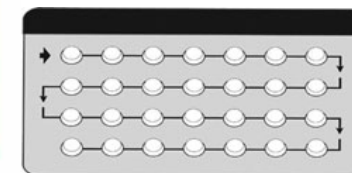
female condom



male condom



COC



POP / EC



Injectable (3m)



Implanon implant (3yr)



Jadelle implant (5y)



Implanon NXT (3y)

FP Counselling:

- Reproductive intention
- Pregnancy Assessment
- **Couple counselling → male partners**
- Use of FP Methods/Satisfaction
- Dual Protection
- Safe Pregnancy

**Escorted Referral to
Health Facility / RCHS for
IUD and Permanent
Methods**

SAUTI PROJECT BENEFICIARIES TARGETED FOR FP SERVICES



Adolescent Girls &
Young Women (AGYW)



Female Sex
Workers (FSW)



Other Women
Living in Hotspots
(OHSW)



- ☐ FP Demand Creation
- ☐ IEC Materials
- ☐ Condoms
- ☐ Pills, Injectables, Implants
- ☐ Referral for IUD & LAPM



Sexual Partners of
AGYW (PAGYW)



Sexual Partners of
FSW (PFSW)



Other Men Living in
Hotspots (OHSM)



Men Who Have Sex
With Men (MSM)



- ☐ FP Demand Creation
- ☐ IEC Materials
- ☐ Condoms
- ☐ Referral for LAPM

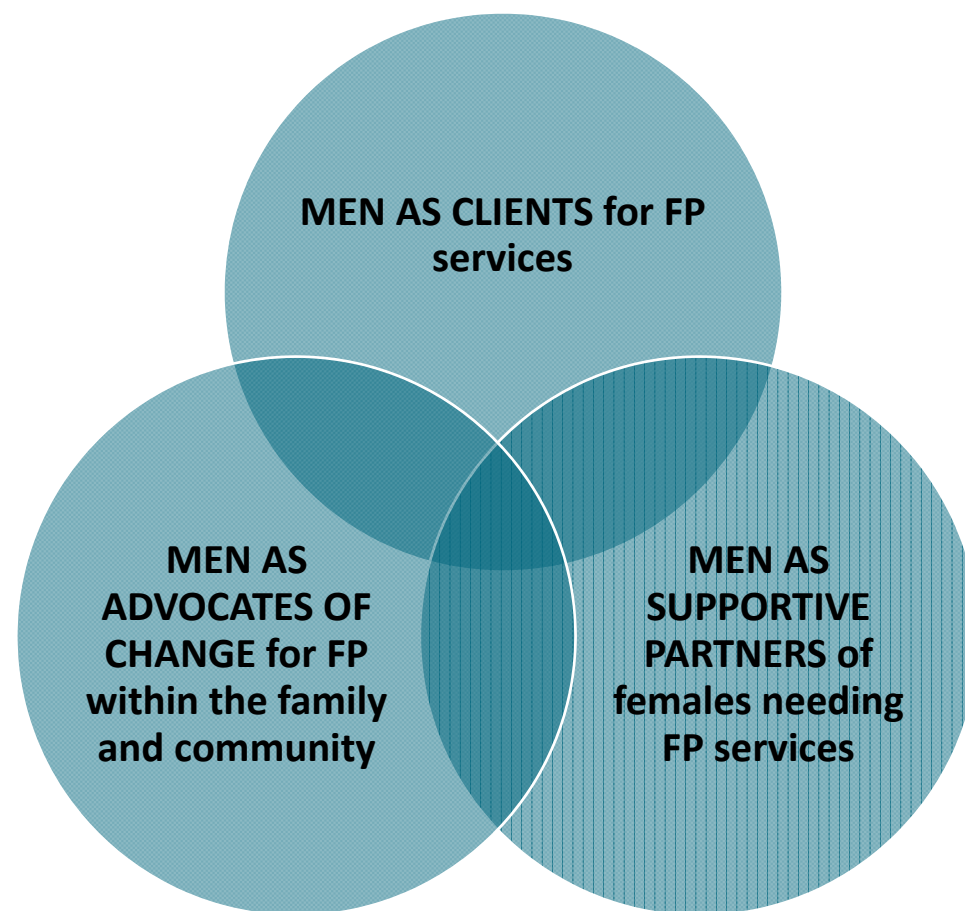
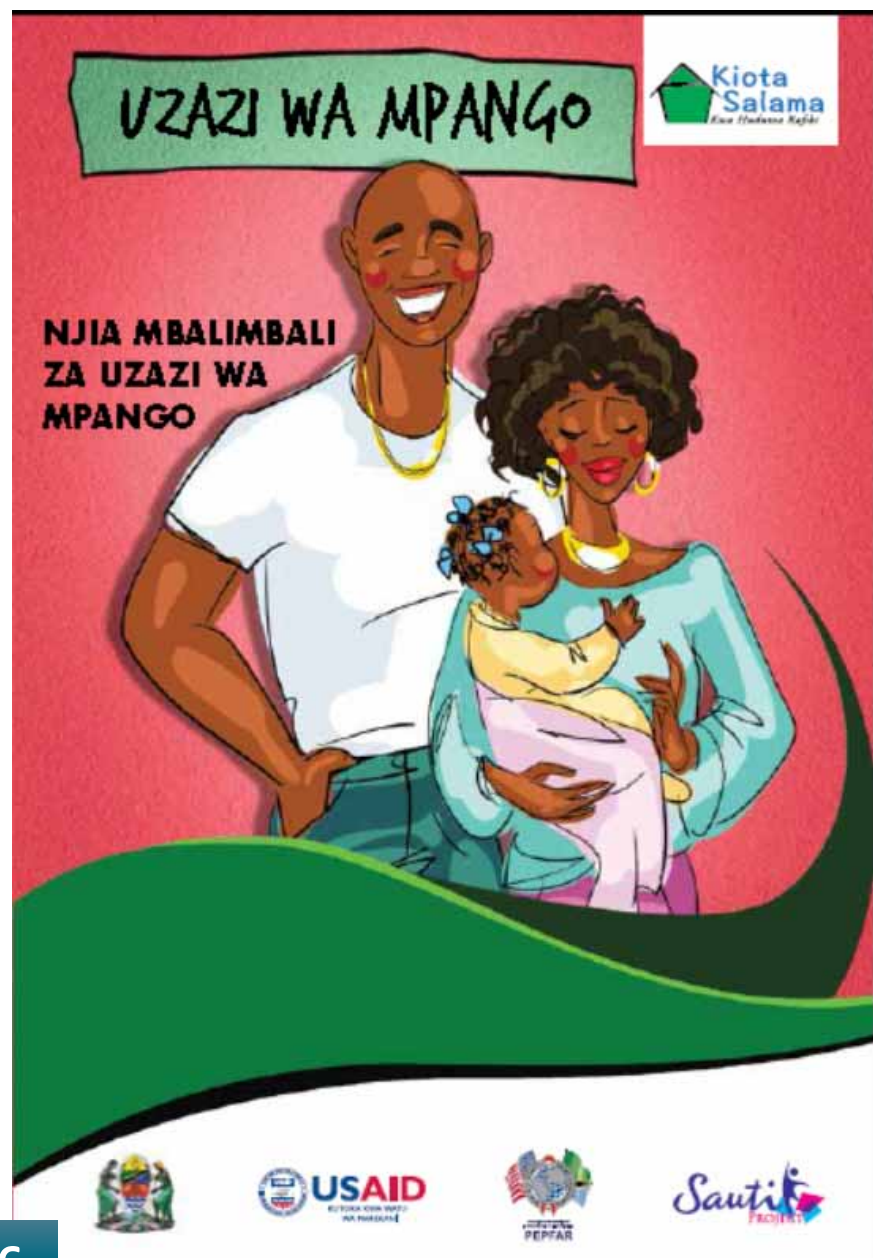


Boys & Girls <15yrs (Peds)

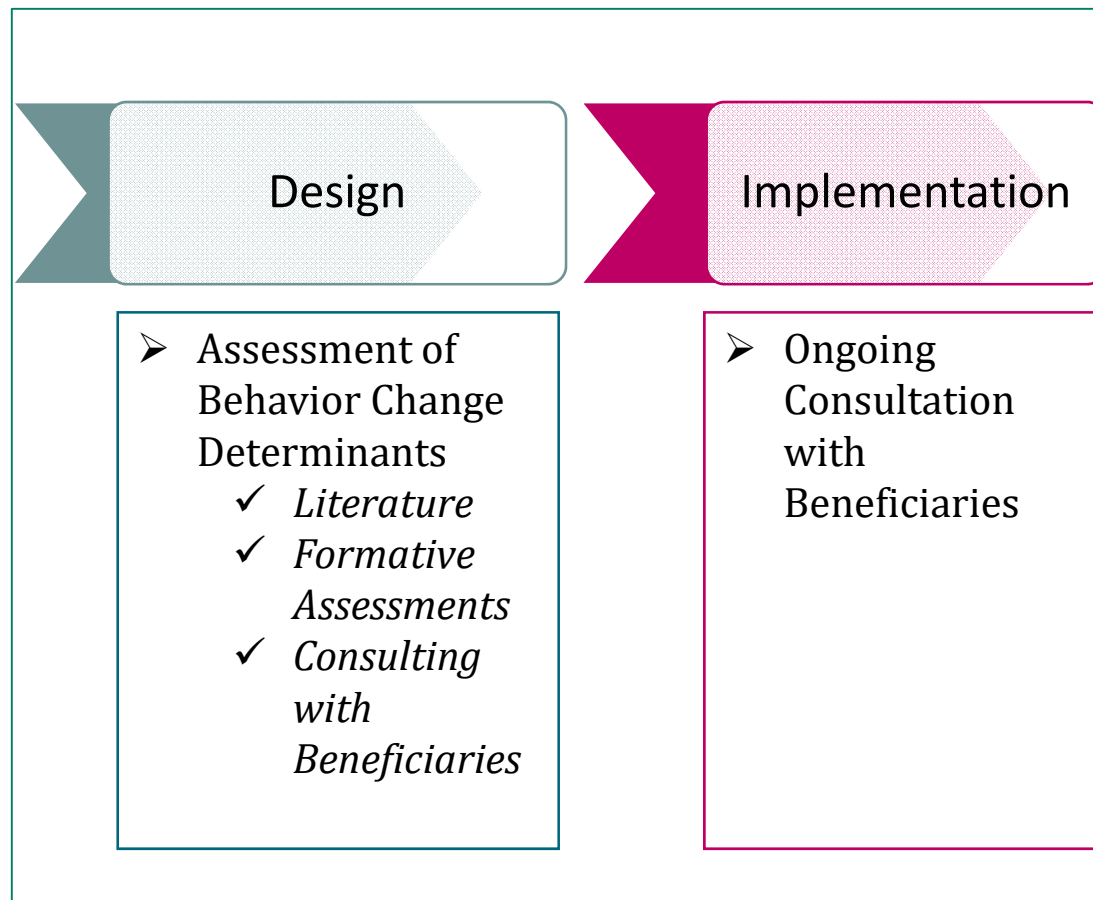
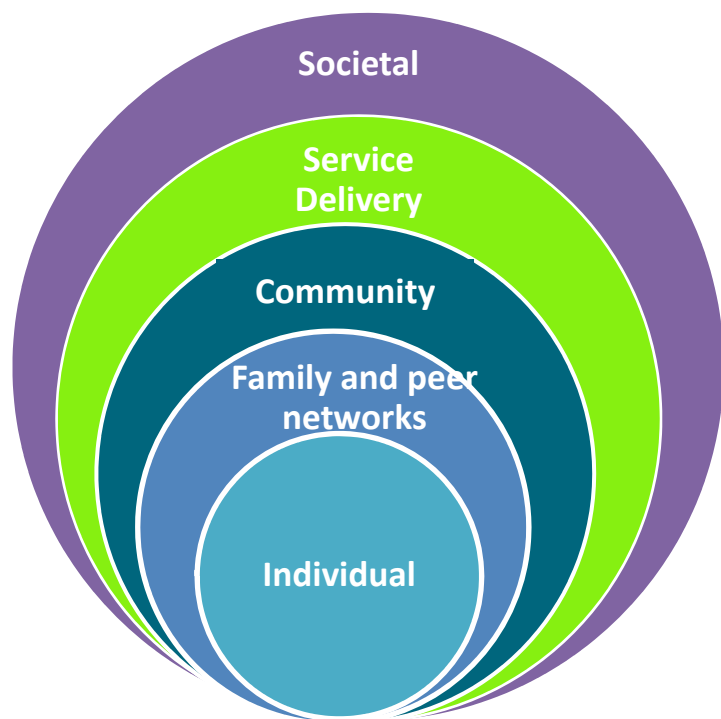


- ☐ N/A

ENGAGEMENT OF MEN IN FP UNDER THE SAUTI PROJECT



Ecological Model: Sauti SBCC/Gender Interventions



INDIVIDUAL LEVEL: MEN AS CLIENTS OF FP SERVICES



- ✓ Group/Individual Counseling
- ✓ IEC Materials
- ✓ Condom Demonstration Sessions
- ✓ Condom Distribution
- ✓ Referral for vasectomy



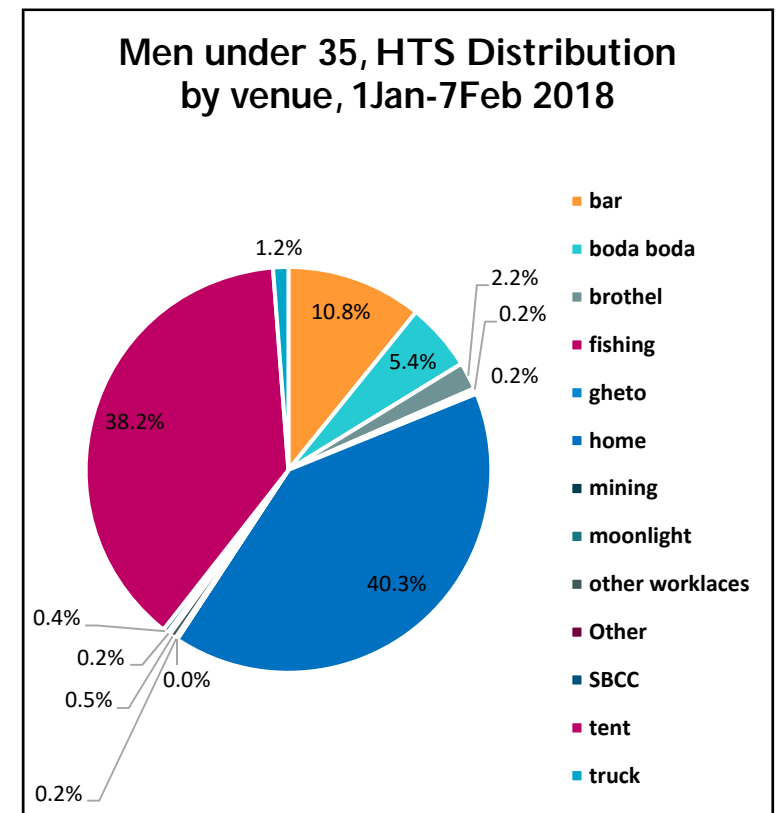
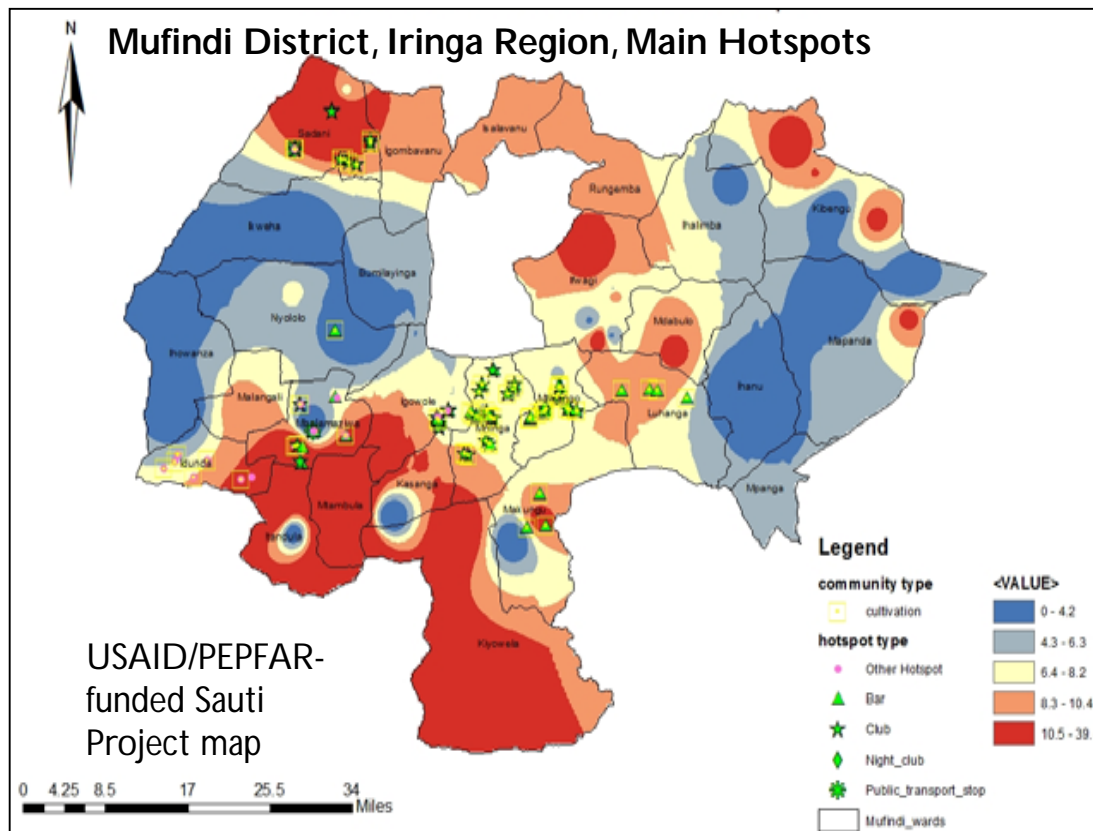
Peer-led SBCC education including FP-HTS

- Developed KVP-specific behavior change-HIV prevention curriculum
- SRH/Family planning is integrated into the curriculum
- Education is offered at *safe spaces* at the hotspots, where biomedical providers offer FP-HTS services to FSW, AGYW and MSM

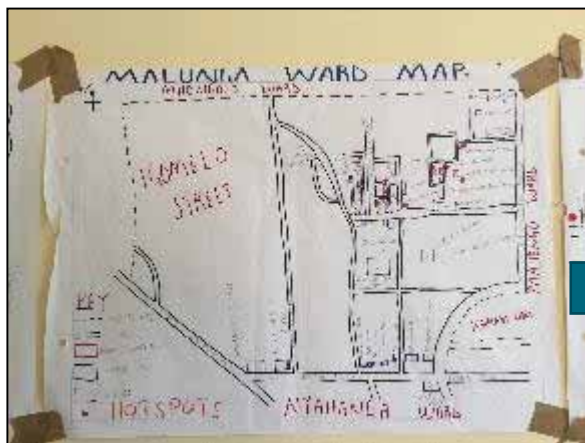


FINDING THE MEN

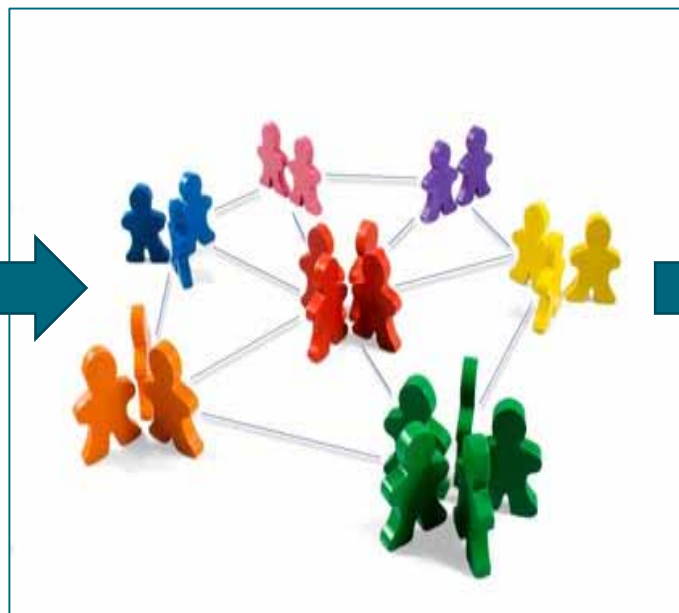
- Mapping of Male Hotspots/Workplaces



Beneficiaries are mobilized by peers at the hotspots, to access the community-based combination prevention services



**Hot Spot Mapping by
Community Based HIV
Service Providers (peer
educators)**



- Individual peer to peer
- Social Media (WhatsApp)
- SMS (automated)
- Testimonials (FP)



**Mobile
Biomedical
services**

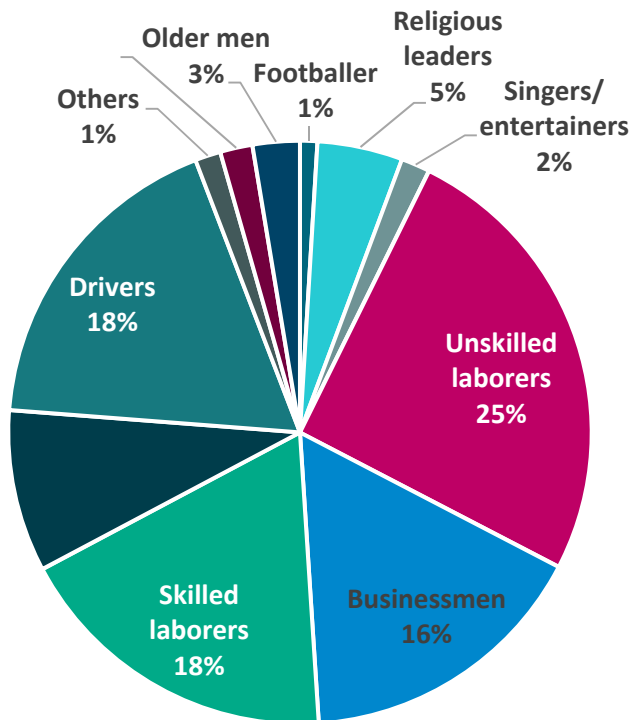
**Saving and
Loaning
Services**

**Behavior
change
education**

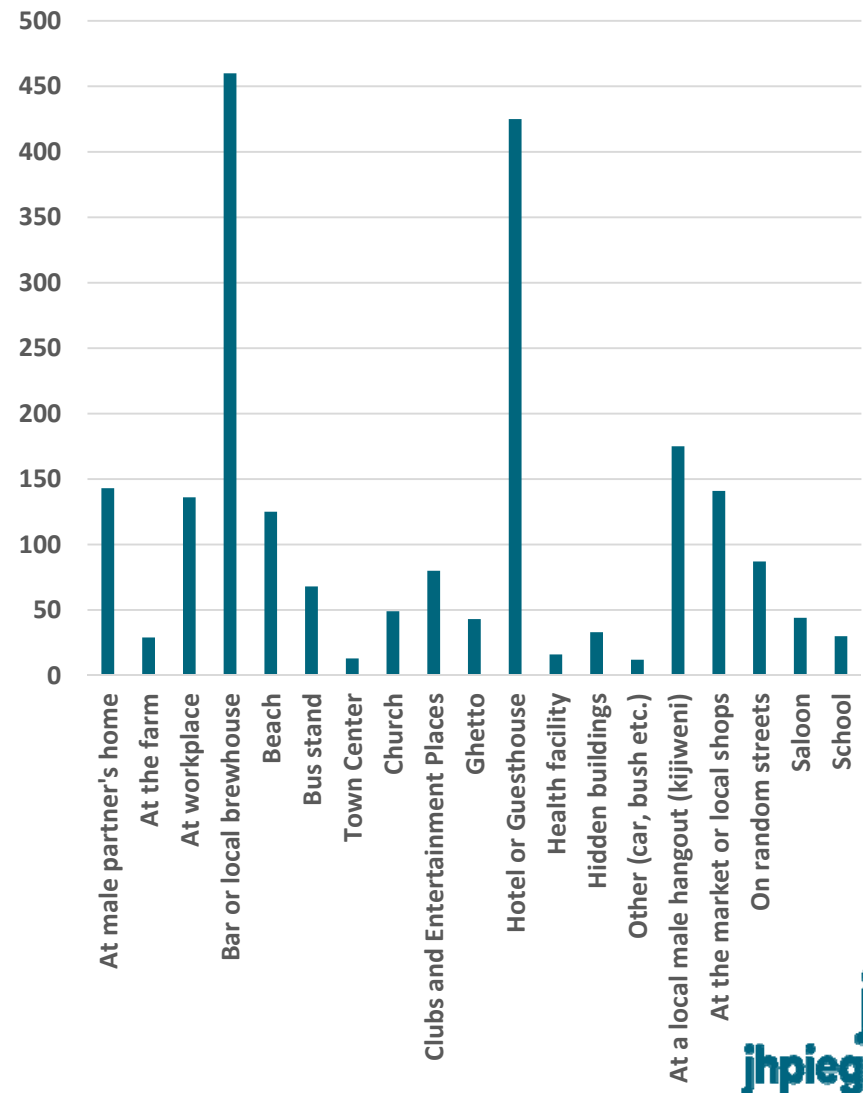
FINDING THE MEN

- AGYW Male Partner Characterization

DISTRIBUTION OF AGYW PARTNER TYPE
FROM CHARACTERIZATION RESULTS (N=2,179)



AGYW SELF-REPORT OF WHERE THEY HABITUALLY
MEET THEIR MALE SEXUAL PARTNERS (N=2,179)



FAMILY/ PEER/ COMMUNITY LEVELS: MEN AS SUPPORTERS OF FP FOR FEMALE PARTNERS



- ❑ Couple Counseling's & Testing at KVP Hotspot Areas (*an entry point to engaging male-partners in FP services*)
- ❑ Community Activations (to increase HIV/FP service uptake)
 - Encourage equitable norms and couple communication,
 - Decrease GBV & IPV

FAMILY/ PEER/ COMMUNITY LEVELS: MEN AS ADVOCATES OF FP

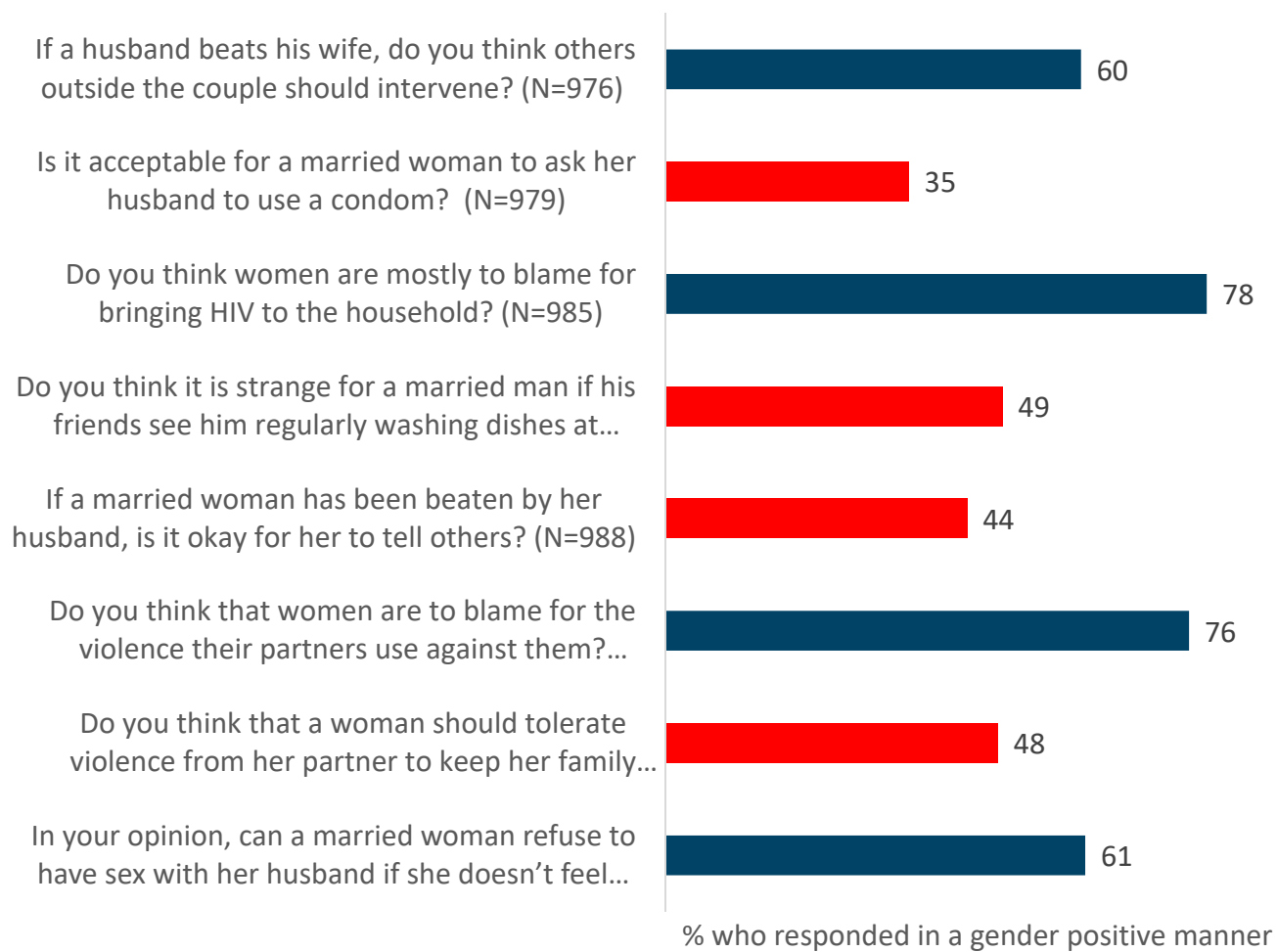


- ✓ SASA! Gender Transformative Dialogues, Dramas, Comics, etc.
- ✓ Orienting and sensitizing leaders, police, media on gender norms
- ✓ IEC materials such as DREAMS Shujaa with male partners as a key secondary audience



SASA! Gender Norms Mobilization

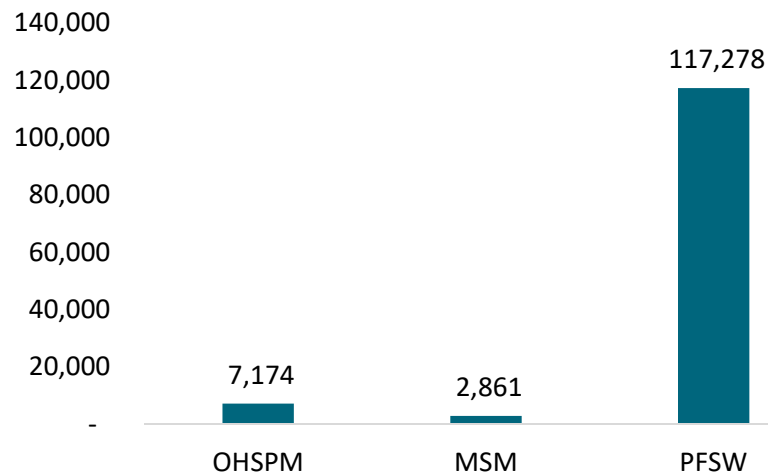
SASA! BASELINE SURVEY RESULTS ATTITUDES TO A GENDER NORMS RELATED QUERY



>100,000
community
members
engaged in
edutainment
activities
carried out by
trained
activists,
champions and
drama groups
between Oct
2015- Sept
2017

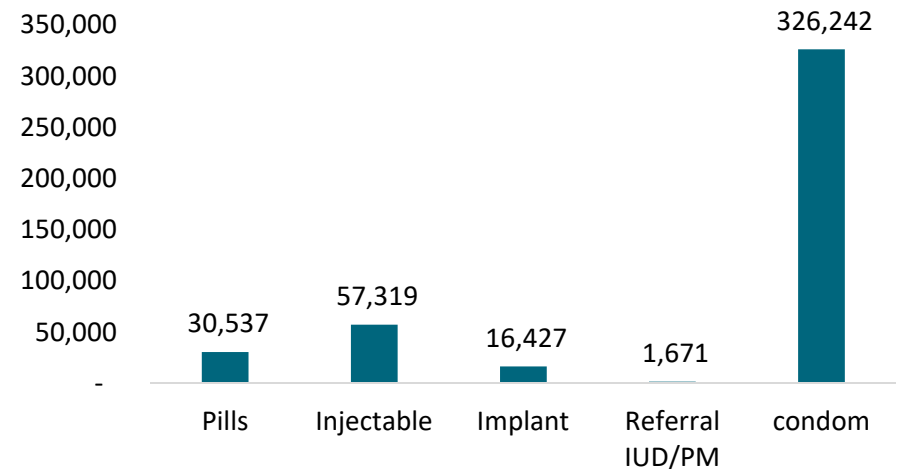
FAMILY PLANNING UPTAKE

Men Who Received Condoms, Aug 2015 - Sep 2017



- ❑ Cumulatively 127,313 Men received condoms as of Sep 2017
- ❑ Large majority being PFSW

FP Uptake by method among WRA, Aug15-Mar18



- Cumulatively provided Modern FP methods to 432,196 WRA; 46% being FSW
- 75% opted for condom, followed by injectable

Lessons Learnt

- Addressing gender norms through community champions, increases utilization to HIV prevention services by men and boys
- Offering services at the hotspots, facilitate reaching high risk men and boys who haven't accessed yet HTS-FP services
- Reaching female KVP, provides an opportunity to reach also their male sexual partners with HIV prevention services
- Condom promotion and provision represents the entry point for peer educators to link large volume of men and boys to FP-HTS integrated services

Thanks



Engaging Men and Boys in Family Planning: A Strategic Planning Guide

Q & A

July 2, 2018

For more information, please visit:

www.fphighimpactpractices.org

www.ibpinitiative.org

www.familyplanning2020.org

THANK YOU

