

New Masculinity and Family Planning: A gender transformative approach to SBCC in rural Guatemala

Tenemos derecho
a planificar una familia
saludable y feliz

La de planificación familiar

ayuda

Asistencia

Program Profile

- **Name:** Supporting International Family Planning Organizations (SIPFO) Program
- **Country:** Guatemala, Central America
- **Donor:** USAID
- **Goal:** To support the Ministry of Health in reducing maternal mortality and chronic malnutrition in the Western Highlands region
- **Objectives:**
 - ✓ Increase the use of modern FP contraceptive methods among rural indigenous women and men 15-49 years of age
 - ✓ Increase participation of men in FP decisions
 - ✓ Increase the number of providers who offer and make referrals for quality family planning services
 - ✓ Support the implementation of current FP policies



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

PlanFam



Country Indicators: Guatemala

Guatemala DHS 2008-2009	Global Fertility Rate	Chronic malnutrition age 3-5 years	Use of modern FP methods	Unmet demand for FP	Delivery health facility
National	3.6	49.8%	35.6%	20.8 %	51.3%
Intervention area	4.3	63%	21%	27%	34%

National Survey of Living Conditions (ENCOVI 2011)	TOTAL POVERTY	Poverty Urban Area	Poverty Rural Area
National	54%	35%	71%
Intervention area	68%	50%	76%



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

PlanFam



Why work with men?



Formative Research

SOCIO CULTURAL CONTEXT

Barriers to Access Family Planning by Indigenous Population in Guatemala Study. (USAID | Health Policy Initiative, 2008).

- **Biases on the impact of FP**
 - Women using FP can cheat and /or fail to comply their expected role
 - Benefits of FP related to others, money rather than women's health/life
- **Restrictive social and family environment for the use of FP**
 - Patriarchal culture and machismo
 - Negative opinion of FP
 - Beliefs and religion



Tracking Results Continuously Study (TRaC) on Family Planning (USAID | SIFPO PlanFam 2013).

- Machismo prevails as a social norm
- Lack of social support towards FP
- Most women cannot decide to use contraceptives, need couple's consent



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

PlanFam





Beliefs



Knowledge and use of contraceptives



Social support



Social norms, violence (verbal, physical, financial abuse)



Socio-demographic characteristics

Manuel

- Machismo
- 3.5 years primary school education, 1.59 rural/extreme poverty
- Does not use FP
- Does not respect couple's FP decision unless he agrees
- Believes # children depends on God's will
- Misinformation and myths about FP
- Practice of verbal, physical or financial abuse if couple uses contraceptives without his consent



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

PlanFam



Gender Transformative Approach and SBCC in rural Guatemala

- **Objective:** raise awareness towards a form of masculinity that supports women and family planning (*perspective of new masculinity*)
- **Category:** “Gender Transformative” approach, promotes equality and respect
- **Behavioral determinants:** Social Norms & Locus of control

STRATEGY TO WORK WITH MEN: SBCC INTERVENTIONS

Project seeks to transform gender relations to promote equality as a means to reach health outcomes.



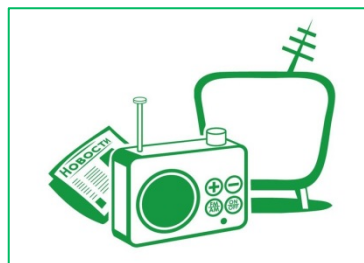
Training on Gender and New Masculinities: health providers



Interpersonal communication (IPC): community level/men



Advocacy: civil society, Men's Network for New Masculinity



Mass Media Campaign:
New masculinity roles
linked to Family Planning

Mass Media Campaign: New Masculinity and Family Planning

- **Target:** indigenous men, rural areas, 15-54 years
- **Materials:** radio spots, posters, flyers, testimonial videos
- **Channels:** radio, newspaper, health services, community (kiosks, health fairs).
- **Languages:** Spanish (printed) & Mayan (radio only)
- **Period:** 5 months aired in radio. 1 year disseminated in community channels (IPC, advocacy)
- **Key messages:** 4 roles of new masculinity
 - ✓ Education of children
 - ✓ Nutrition of the family
 - ✓ Decisions about money use
 - ✓ Family Planning
- **Evaluation:** Ad Trac, descriptive quantitative study, representative sample



LA EDUCACIÓN DE LOS HIJOS ES RESPONSABILIDAD DEL HOMBRE Y DE LA MUJER;

PLANIFICAR EL NÚMERO DE HIJOS, TAMBIÉN.

Para información sobre métodos de planificación familiar, visite un servicio de salud.

Q'anil es un símbolo de fecundidad, semilla, vida, creación.



LA PLANIFICACIÓN FAMILIAR ES RESPONSABILIDAD DEL HOMBRE Y DE LA MUJER;

PLANIFICAR EL NÚMERO DE HIJOS, TAMBIÉN.

Para información sobre métodos de planificación familiar, visite un servicio de salud.





**Is the media campaign being
conducted to transform
thinking about gender roles
reaching the intended
audience?**

Assisted recall
PRINTED 23.4%

Direct Recall N = 334
PRINTED 41%

What is the image about



34%

Education of children **77.2%**



RADIO spot
education of children 112/334



Planning the number of children **16.5%**

100% liked poster & spot

Channel Exposure

	Health service	59.1%
	School	28.4%
	Exterior	5.7%

Key message:
Education of children is the responsibility of both the man and the woman;
Planning for the number of children, too!
PLANIFICAR EL NÚMERO DE HIJOS, TAMBIÉN.

Para información sobre métodos de planificación familiar, visite un servicio de salud.

Assisted recall
PRINTED **11.4%** N = 334

What is the image about

Family Planning **73.7%**



Family feeding **13.2%**



26%
RADIO spot family
planning 87/334

Key Message:
Family planning is the responsibility of both the man and the woman; Planning for the number of children, too!

100% liked poster & spot

Direct Recall
PRINTED **26%**

Channel Exposure

- Health service 85.4%
- School 4.9%
- Exterior 4.9%



USAID | **PlanFam**
DEL PUEBLO DE LOS ESTADOS UNIDOS DE AMÉRICA



Spontaneous Recall

Who decides the # of children?

N = 334



Men:
10%



Women:
3%



Both:
85%



God:
1%

Channel Exposure

50% health service



7% school



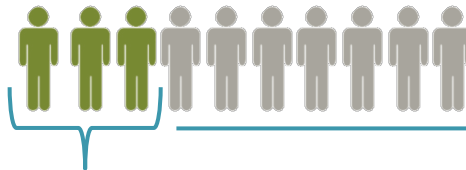
11% radio



4% poster/
printed



Message recall about responsibility to FP



32.3%



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

PlanFam



Campaign Evaluation – Focus group with civil society leaders



Participants: National Men's Network, Indigenous Women Alliance ALIANMISAR, Observatory for Reproductive Health (OSAR).

- Promotes male engagement
- Images help illiterate persons understand the message
- Posters identified as the most useful materials for advocacy activities, & testimonial videos useful as well
- “Opened eyes, removed customs, promoted gender equity”
- Helps to address new masculinities with local leaders
- Messages were well received by target populations
- Alliance between National Men's Network and PSI PASMO was key to advance in gender norms transformation
- Impact may not be seen immediately but has been very important to generate awareness, educate, and address machismo



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

PlanFam

pasmo

psi

Testimony from a civil society leader when placing a poster on the wall...

A couple stopped by to look at the poster and the woman said to his husband:



*“You see?
I also have the
right to manage
the money!”*



Program results during strategy implementation

- ✓ 58 training sessions with health providers and local organizations (gender & new masculinity)
- ✓ 3,106 men reached through IPC sessions
- ✓ **Advocacy** at local and national level by National Men's Network
- ✓ **Mass media campaign**: 5 months radio (+ 1 year community channels)



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

PlanFam



Lessons Learned



- Health providers trained in gender and new masculinities are more engaged to involve men in health and FP
- Health services need to adapt schedules and information to engage more men. Do we need to hire male or female CHWs to talk with men about FP?
 - ✓ More challenging for FCHWs to approach men than for MCHWs to approach women. It depended on community environment and machismo level.
 - ✓ Similar productivity between M and F CHWs was observed (# of IPC sessions and # of referrals to health services).
- Making key alliances with partners promotes ownership of the campaign

Integration of Family Planning & MCH:

Guatemalan family during children growth & development control session





¡THANK YOU!

**Pasión, innovación y
programas de salud** basados en la
evidencia distinguen a PASMO

CONOCE NUESTRO TRABAJO INGRESANDO A:

www.asociacionpasm.org

