

An Act Of Love

**World
Vasectomy
Day**





AFTER 20 YEARS MAKING FILMS ABOUT SOME OF THE WORST ATROCITIES ON THE PLANET





I SET OUT TO TELL A STORY ABOUT MEN AT OUR BEST



TRAVELING ALONGSIDE VASECTOMIST, DR. DOUG STEIN,
I GO ON A FILMMAKING JOURNEY FROM FLORIDA, TO
THE PHILIPPINES, TO HAITI ...



AND ONE DAY, WHILE IN KENYA,
RECORDING WHAT WAS MY 1000TH VASECTOMY...

i came to a realization that would change my life.



I observe that on the day men voluntarily exit the gene pool, we express ourselves with more love, kindness and generosity than perhaps any single time in our lives.



That night over a beer, I had an epiphany...



What if we aggregate these individual acts of kindness into a collective movement for social good?



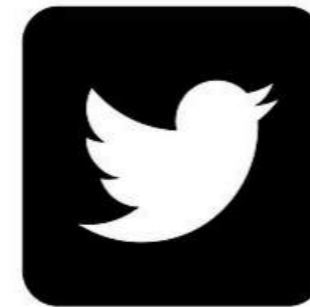
Donate



Participate as Provider



Join Our Community



Follow



Watch

I reserve the URL, www.worldvasectomyday.org

I MAKE THE AFFIRMATION:
“IN THE NEXT YEAR, I WILL
GET...

- 100 doctors
- in 20 countries
- to do 1,000 vasectomies

I MAKE THE AFFIRMATION:
“IN THE NEXT YEAR, I WILL
GET...

- 100 doctors
- in 20 countries
- to do 1,000 vasectomies
- in 24 hours



Fast forward to 2016 and we are the largest male oriented family planning event in the world, with over 750 doctors doing 10,000 vasectomies in 44 countries.



We find allies in the field and collaborate with family planning organizations and experts from around the world.

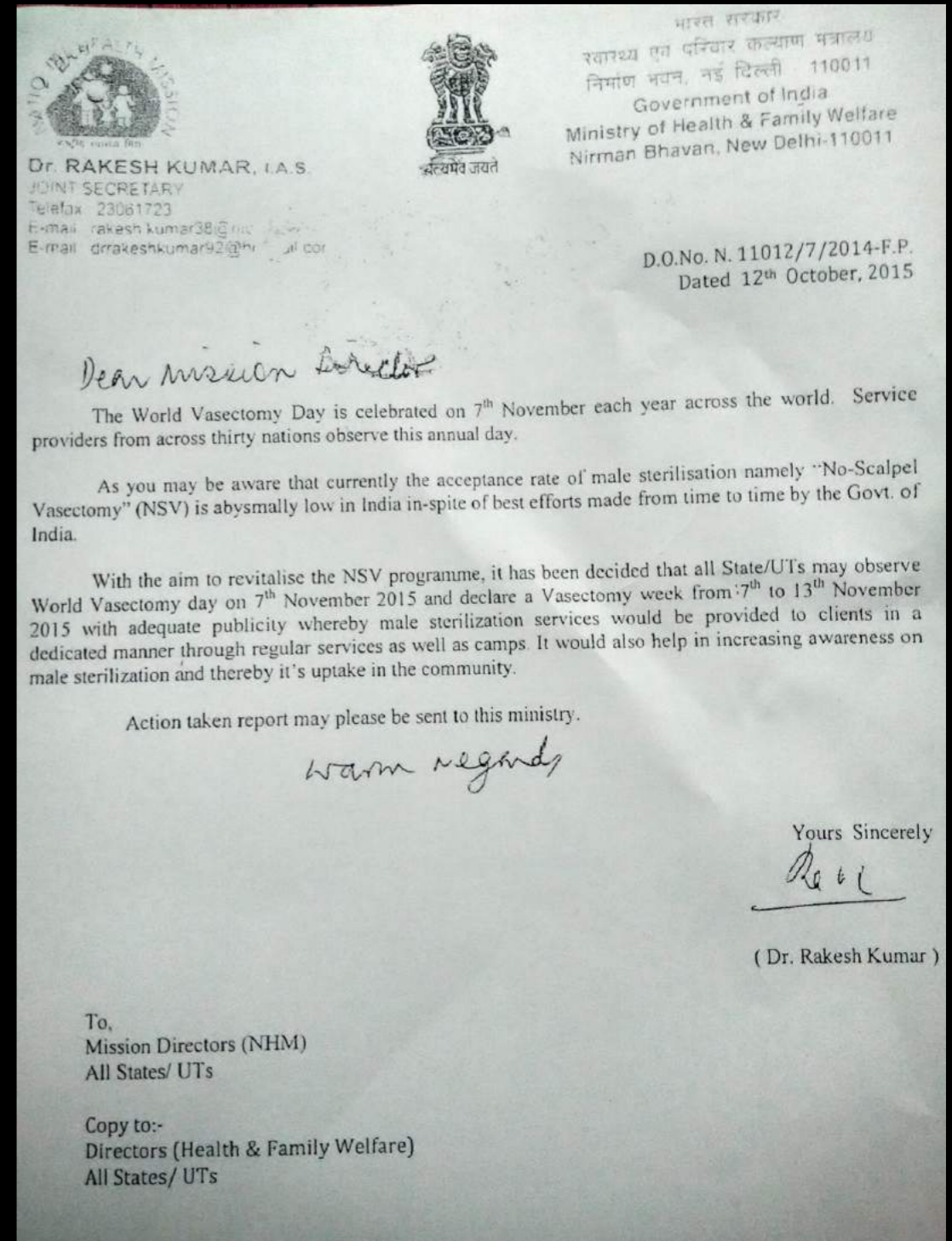
For 2015, we choose Bali, Indonesia as our headquarters to coincide with ICFP.



- We form an alliance with Partners in Population and Development (PPD)



- We form an alliance with Partners in Population and Development (PPD)
- India declares WVD an official event and \$10 million is invested to support its promotion in all 32 states.



- We form an alliance with Partners in Population and Development (PPD)
- India declares WVD an official event and \$10 million is invested to support its promotion in all 32 states.
- Dr. Surapaty, Indonesia's director of Family Planning, agrees to be the keynote speaker at our auxiliary event.



- We form an alliance with Partners in Population and Development (PPD)
- India declares WVD an official event and \$10 million is invested to support its promotion in all 32 states.
- Dr. Surapaty, Indonesia's director of Family Planning, agrees to be the keynote speaker at our auxiliary event.
- Imams in Central Java get vasectomies and promote their acceptance amongst their congregants.



- We form an alliance with Partners in Population and Development (PPD)
- India declares WVD an official event and \$10 million is invested to support its promotion in all 32 states.
- Dr. Surapaty, Indonesia's director of Family Planning, agrees to be the keynote speaker at our auxiliary event.
- Imams in Central Java get vasectomies and promote their acceptance amongst their congregants.
- PKBI and BkbbN provide mobile vasectomy buses to promote the cause.



- We form an alliance with Partners in Population and Development (PPD)
- India declares WVD an official event and \$10 million is invested to support its promotion in all 32 states.
- Dr. Surapaty, Indonesia's director of Family Planning, agrees to be the keynote speaker at our auxiliary event.
- Imams in Central Java get vasectomies and promote their acceptance amongst their congregants.
- PKBI and BkbbN provide mobile vasectomy buses to promote the cause.
- The head of Planned Parenthood in Bali agrees to get his vasectomy done on WVD as the symbolic first 'snip' of our event.



THINGS ARE LOOKING GOOD
WHEN WE HEAR THE BAD NEWS....



ICFP is canceled.



Lessons Learned:

1. Men are open to getting vasectomies, but we need better communication tools.

Lessons Learned:

2. What we fear to do alone,
1000 strong will not hesitate.

Lessons Learned:

3. Even the most humble men love positive affirmation for their good deeds.

Lessons Learned:

4. Make it public to demystify the experience while turning it into a compelling spectacle.

Lessons Learned:

5. Make it global so that everyone can see this is not about one country imposing its values on another.

Lessons Learned:

6. Make sure that you have the highest level government support from day one. This makes it possible to scale up our idea.

Lessons Learned:

7. The content we produce must be smart, entertaining, culturally appropriate and in the language of the viewers.

Lessons Learned:

8. Using social media gets young people involved. The topic of vasectomies provokes thoughtful dialogue on family planning that is important at any age.

Lessons Learned:

9. It's not about how many vasectomies we do, but how many conversations we inspire.

Lessons Learned:

10. The event may only be a day, but its impact extends throughout the year.

Lessons Learned:

11. While men might be hesitant about getting a vasectomy for themselves, they are quick to rise up for their children and partners.

Lessons Learned:

12. Women are a critical part of vasectomy acceptance.

Lessons Learned:

14. Most important thing is turning men who get vasectomies into champions, people who follow a movement into leaders, and couples who work together as one to take control of their own fertility.

What's Next?

- 1: Confirm WVD 2016 for November 18th, with a week on each end for extended campaigns.
2. Determine the host country for our main event.
3. Create a network of international partners, along with the Ministry of Health in the host country.
4. Increase number of participating providers in the world to 1,000.
- 5: Come up with a methodology to measure impact.
- 6: Create a framework for local vasectomy providers to carry on sustainable vasectomy programs year-round.
7. Train local media about WVD before the actual event.
8. Produce content for radio, T.V. and small platforms such as social media.
9. Never forget that the men who get vasectomies today are the pool of men who will provide the energy to bring about change tomorrow.

LET'S BUILD A MOVEMENT
TOGETHER!