Increasing Men’s Demand for and Use of SRH Products and Services

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Review of the Literature

- Peer-reviewed and grey literature on the promotion of and demand generation for SRH products and services for men

- Literature reviews conducted by FHI360/Evidence and Population Council on vasectomy and SRH services for men
About the Guide

What is it?
Provides guidance, resources, and examples of how to meaningfully engage men and create an enabling environment to increase men’s use of SRH products and services.

Who is it for?
MoH, donors, implementing partner (NGOs, CBOs, FBOs).

Why is it unique?
Lessons learned on what has worked.
4 CORE SECTIONS
Section 1: Overview of SRH Products and Services for Men

- Sexual and Reproductive Health (SRH)

- Products and services for men:
  1. Male condoms
  2. Vasectomy
  3. VMMC
  4. HIV Testing Services (HTS)
  5. STI testing and treatment

- What is unique about reaching men?

- What motivates men to use SRH products and services?
Section 2: Influencing Behavior to Increase Utilization

- Multiple levels influence men’s use of SRH products and services
- Social and gender norms and how to address and transform them
- SBCC plays role across the SRH continuum of care – before, during, and after services
Before – Demand Generation

**IMPROVED SEXUAL AND REPRODUCTIVE HEALTH**

**SUPPLY**
Staff supported in delivering quality services that are accessible, acceptable, and affordable to clients and communities served.

**DEMAND**
Individuals, families, and communities have knowledge and capacity to ensure HIV and seek care.

**ENABLING ENVIRONMENT**
Policy, programs, and community environment, coupled with social and gender norms, support and incentivize healthy behaviors.

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**VASECTOMIA... UM ATO DE AMOR.**

**GET FREE MEDICAL MALE CIRCUMCISION**
THE TIME IS NOW
SMS “MMC” TO 43740

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**USAID**
FROM THE AMERICAN PEOPLE
During - Enhance the Experience
After – Support and Behavior Maintenance
Section 3: Key Considerations

- Develop a SBCC strategy
- Reach the right audiences
  - Develop a deeper understanding of audiences
  - Segment audiences for better messaging
  - Tailor messages to the life stages of men
  - Engage women as partners and mothers
  - Promote couples communication

FRIENDS DRIVEN HESITANTS: MR. GREEN

What does Mr. Green need to hear:
- Hygiene: He needs to hear about the hygiene benefits of WMM, but also to understand exactly how they are achieved. He’s skeptical about the cleanliness aspect and doesn’t understand the link between hygiene and reduced infections. Showing a model of a person, and explaining about how the exposed skin is easier to wash helps. Mention of women who embarrass them.

- Risk reduction: He needs to understand the meaning of 100% protection, but to understand the risk they also need basic information on what is STI is. It’s important not to overwhelm him, as this is a new concept, but to give enough basic information to appreciate risk reduction.

- Pain Management: He wants to know that the pain is bearable.

- Healing & Aftercare: He wants very detailed information on what to do to care for himself after, even to the level of what temperature of water to drink to stay hydrated. Since he’s less informed about sex, he also needs to know why a man can’t have it for six weeks.

Value Statement:
“Now that I know how WMM works to keep me clean and healthy, why wouldn’t I want to do the responsible thing?”

Most Relevant IPC Tools:
- 60% Jar: Keep it basic
- Pain-o-meter: Emphasis on healing

Hygiene Messaging: Primo Model

Buddysystems: Chance to join

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Section 3: Key Considerations

- Use gender transformative programming

- Select effective communication channels
  - Utilize peer educators and mentors
  - Engage community and religious leaders
  - Use technology: mhealth, hotlines and social media
  - Provide high quality comprehensive counseling
Section 3: Key Considerations

- Explore unique opportunities
  - Brand SRH products and services for men
  - Use client testimonials and engage male champions
  - Consider the timings and design of communication campaigns
Section 4: Resources and Tools
www.healthcommcapacity.org

- English – Download here
- French – August 2017