

# Increasing Men's Demand for and Use of SRH Products and Services

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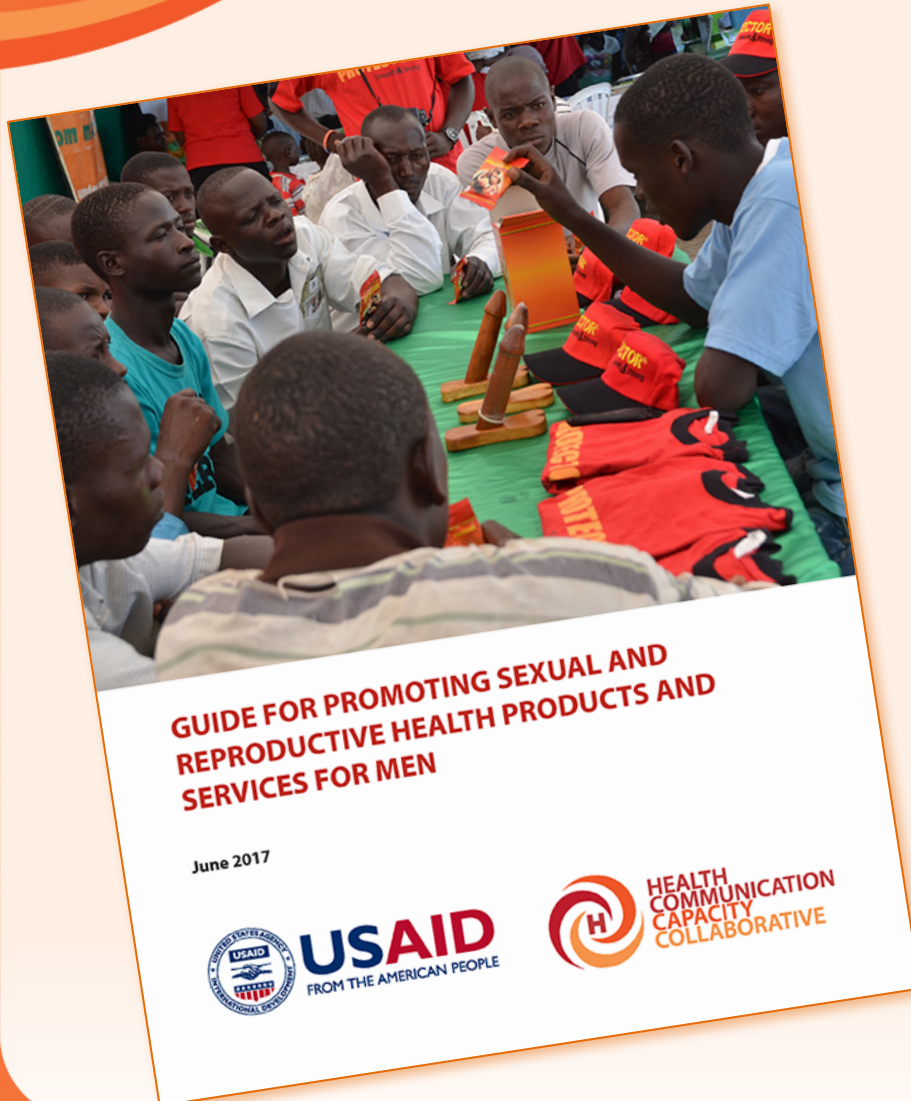
Population Services International

# 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

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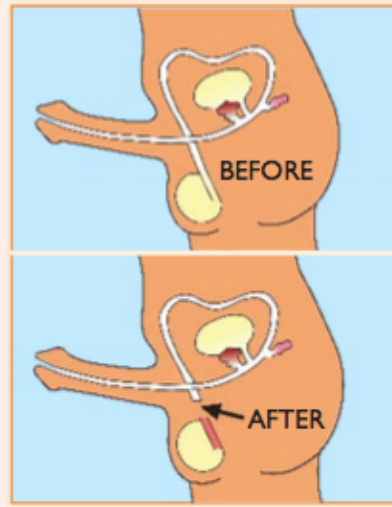
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# 4 CORE SECTIONS

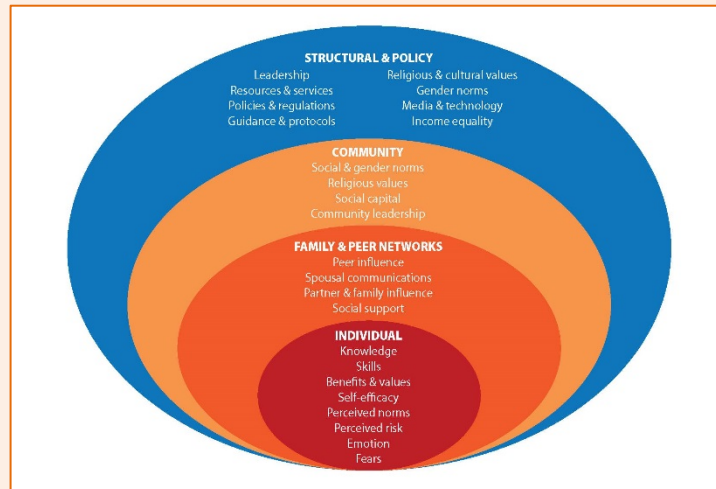
# Section 1: Overview of SRH Products and Services for Men



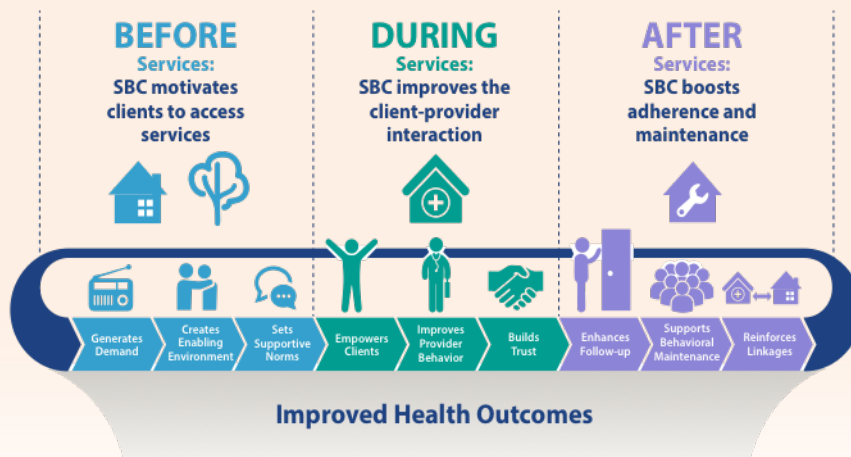
- Sexual and Reproductive Health (SRH)
- Products and services for men:
  1. Male condoms
  2. Vasectomy
  3. VMMC
  4. HIV Testing Services (HTS)
  5. STI testing and treatment
- What is unique about reaching men?
- What motivates men to use SRH products and services?



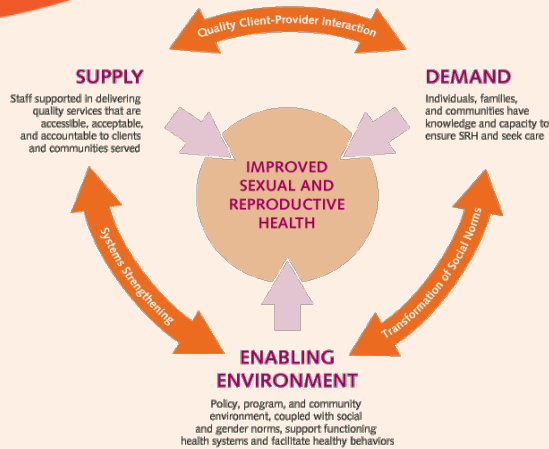
## Section 2: Influencing Behavior to Increase Utilization



- 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



**मैंने लिया एक स्मार्ट फैसला**

पुरुष नगदन्वी के बाद भी बेरे वैज्ञानिक जीवन के आनन्द में कोई कमी नहीं आई है। इससे बेरी प्रभावनी पर भी कोई प्रभाव नहीं पना तथा बीबे चन्दे की तरह विकसता है।

दूसरा स्मार्ट फैसला के लिए अपनी नगदन्वी के आनन्द को बर्खास्त न करके उसे सुरक्षित रखें।  
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# During - Enhance the Experience





# After – Support and Behavior Maintenance



# Section 3: Key Considerations

**FRIENDS DRIVEN HESITANTS: MR. GREEN**

**What does Mr. Green need to hear:**

HYGIENE   RISK REDUCTION   PAIN MANAGEMENT  
HEALING & AFTERCARE   POPULARITY   NATIONAL PRIDE

**Hygiene:** He needs to hear about the hygiene benefits of VMMC 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 foreskin, and explaining about how the exposed skin is easier to wash helps. Mention of women here embarrasses them.

**Risk reduction:** He needs to understand the meaning of 60% protection, but to understand the risk they also need basic information on what an 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.

**Popularity:** It is best to emphasize that the MOH approves of VMMC enough to want it to be free.

**National Pride:** MOH approves of VMMC and he is being a responsible man by helping reach an AIDS free generation.

**Value Statement:**  
"Now that I know how VMMC works to keep me clean and healthy, why wouldn't I want to do the responsible thing?"

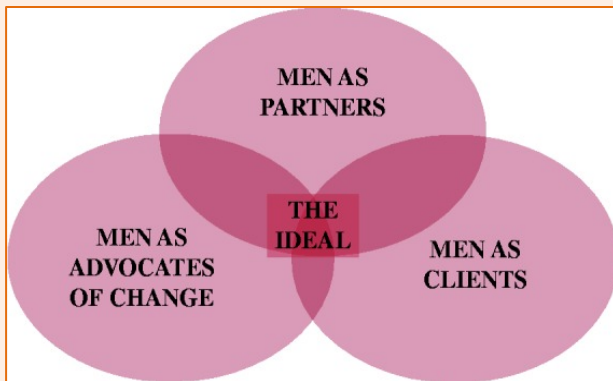
**Most Relevant IPC Tools:**  
60% Jar: Keep it basic  
Pain-o-meter: Emphasis on healing  
Hygiene Messaging: Penis Model  
Buddy system: Chance to join

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- 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



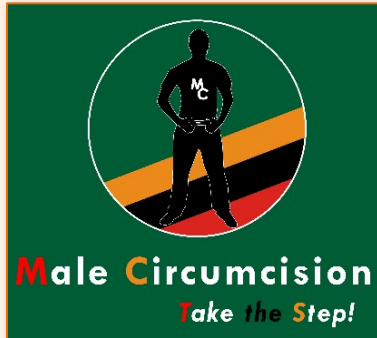
## Section 3: Key Considerations



- 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

Men's Reproductive Health Curriculum Men's Reproductive Health Curriculum  
 MEN'S REPRODUCTIVE HEALTH CURRICULUM  
 Men's Reproductive Health Curriculum Men's Reproductive Health Curriculum  
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**2** Counseling and Communicating with Men  
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DEMAND CREATION TOOLKIT

## Voluntary Medical Male Circumcision (VMMC)

empowerment  
 partnership Education Justice  
 women evidence innovate stakeholders  
 human rights collaborate  
 reproductive boys  
 Approach Dialogue  
 policies gender  
 advocacy  
 action Behaviour lessons  
 norms population  
 opportunity family girls  
 research data  
 equality fairness  
 Programme boys men Adolescent learned network  
 laws free access  
 individuals Health Development  
 transformative sensitive sex

## Engaging Men and Boys:

A Brief Summary of UNFPA Experience and Lessons Learned



## GUIDE FOR PROMOTING SEXUAL AND REPRODUCTIVE HEALTH PRODUCTS AND SERVICES FOR MEN

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