

# MEN AS CONTRACEPTIVE USERS: PROGRAMS, OUTCOMES AND RECOMMENDATIONS

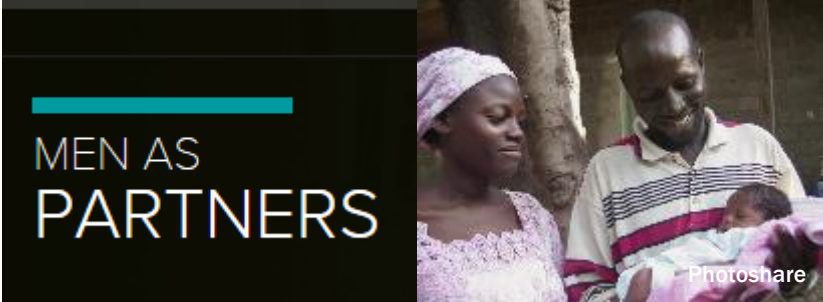
**Karen Hardee, Director, Evidence Project/Population  
Council**

**IGWG Plenary**

**Washington, DC, October 26, 2016**

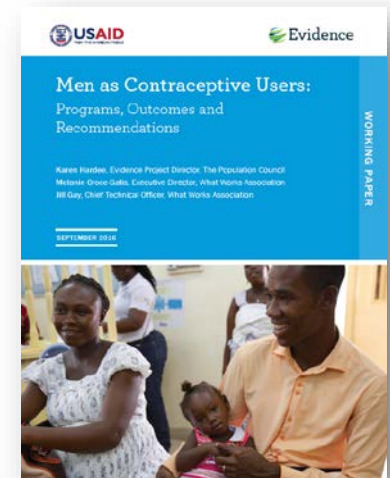


# Constructive Male Engagement



# Methodology

- Review of programs to reach men as contraceptive users – found 47 with outcomes
- Interviews with 36 experts
- Analysis of trends in use of male methods – from national surveys
- Companion work on vasectomy by FHI 360



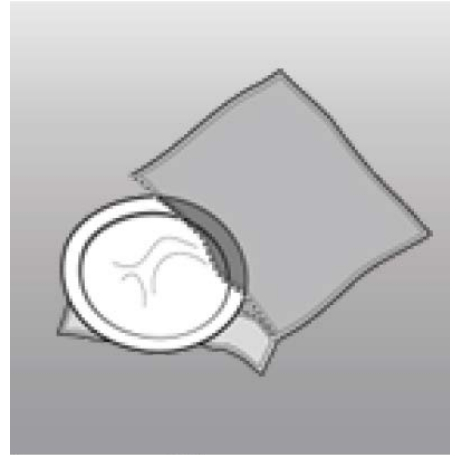
# Male/Cooperative Methods of Contraception

**Withdrawal**



*Image source: Balanced Counseling Strategy Plus*

**Condom**



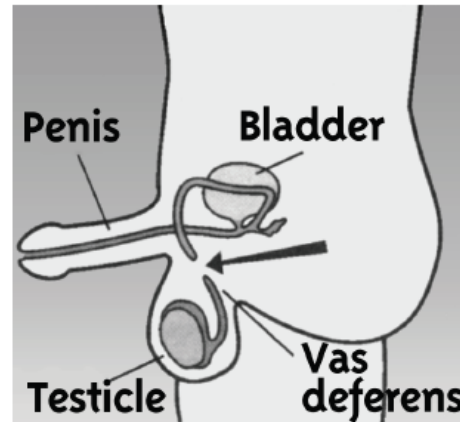
*Image source: CDC*

**SDM**



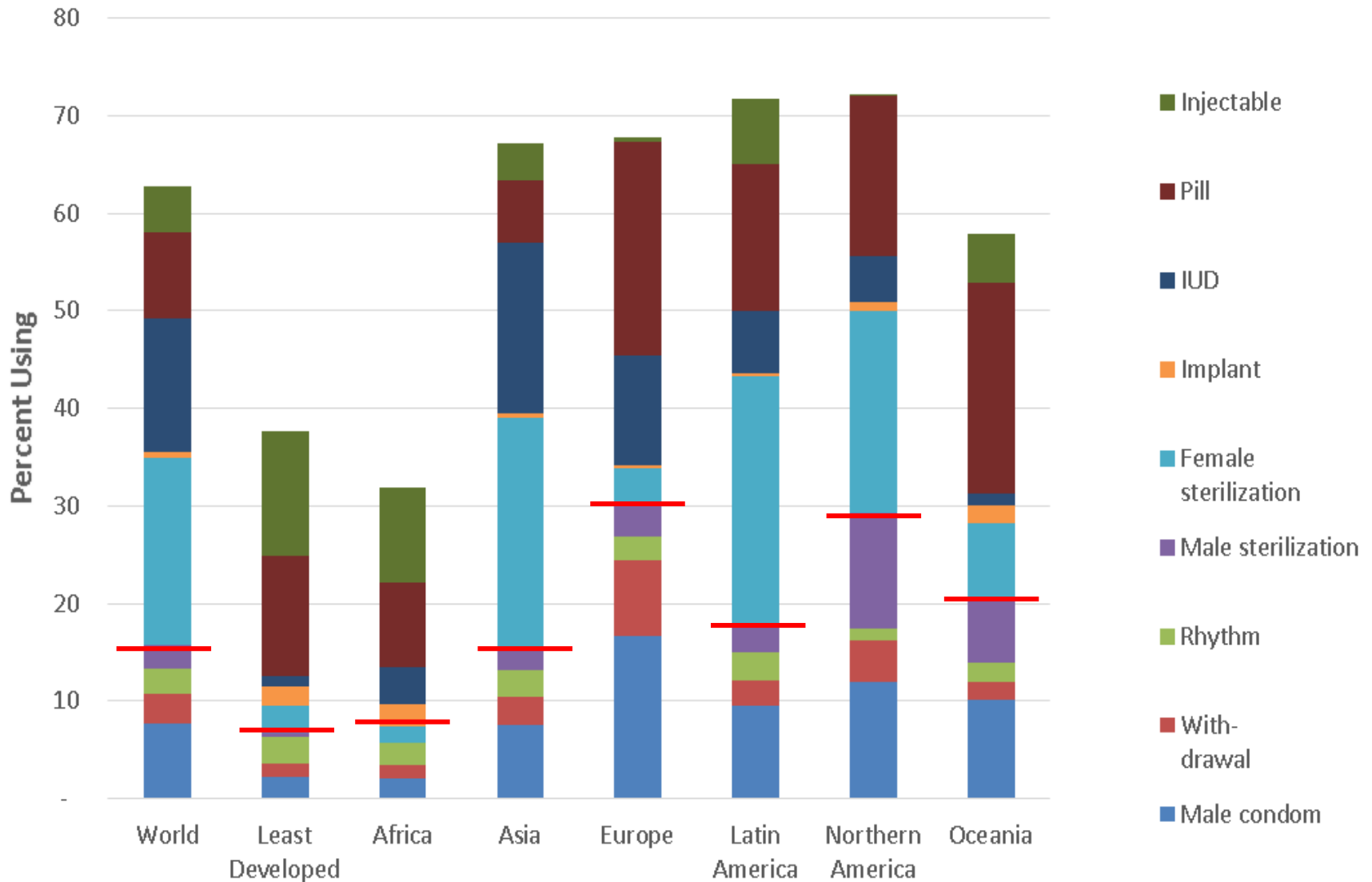
*Image source: Balanced Counseling Strategy Plus*

**Vasectomy**



*Image source: Balanced Counseling Strategy Plus*

## Contraceptive Prevalence for Married or In-Union Women Aged 15 to 49, by Method and Region, 2015



Ross, J., and Hardee, K. Forthcoming. "Trends in Male Contraceptive Use." *Journal of Biosocial Science*.

# Countries with Interventions Related to Men as Contraceptive Users



# Strategies to Address Men as Contraceptive Users

**1. Clinic Provision of Information and Services**

**2. Outreach with Male Motivators and Peer Educators/Mentors**

**3. Communications Programming**

- Social Marketing

- Mass Media and Social Media

- mHealth

- Hotlines

**4. Community Engagement**

- Community Dialogue

- Engaging Religious Leaders

**5. Comprehensive Sexuality Education**

# Clinic Provision of Information & Services to Men





# Clinic Provision of Information & Services to Men (promising)

## Interventions

- Provision of Vasectomy – MSI, various countries; Other projects in UP, India; Ghana; and Rwanda

## Range of Evidence

- Service statistics (3)
- Mystery client study (1)

## Key Findings:

- Interventions included training providers in provision of vasectomy and counseling, including addressing barriers specific to vasectomy, such as myths about loss of virility
- Where vasectomy services were provided, use generally went up
- Numbers of vasectomy users remains small but growing and show promise of expanding provision of clinical FP services for men

# Outreach with Male Motivators & Peer Educators/Mentors



# Outreach with Male Motivators (proven) & Peer Educators/mentors (emerging)

## Interventions

- Male Motivators Project in Malawi
- Male Community-based Volunteers in Pakistan
- Male Change Agents in India
- Male Outreach Worker Provision of SDM in El Salvador, Guatemala, India, Philippines
- Male Outreach Workers in Nigeria
- The HIM Approach in Madagascar
- Clinic Café Timor in Timor Leste
- Male Station Guards in Ghana
- Peer Providers for Young Men in El Salvador and Nicaragua
- Life-Planning Mentors for University Students in Kenya

## Range of Evidence

- Randomized intervention/control studies (3)
- Pre-post intervention studies using non-randomized intervention and control designs (3)
- Post-intervention survey (1)
- Qualitative interviews and/or focus group discussions (3)
- Service statistics (4)

# Outreach with Male Motivators & Peer Educators/Mentors, con't

## Key Findings:

- Male motivators/peer educators can increase contraceptive use among men (including condom use and participation in SDM), and promoting men's support for partners' use of FP
- Many programs had a positive effect on gender-equitable approaches to contraceptive decision-making
- Ensuring these programs include a focus on promoting male contraceptive use would strengthen this approach to reaching men

# Communications Programming: Mass Media & Social Media



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Karen

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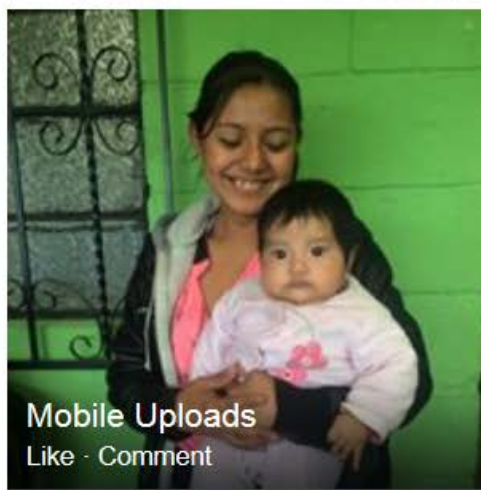
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### COMMUNICATIONS AND COMMUNICATIONS DIRECTOR

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... foundations, corporations, and individuals

- REQUIREMENTS:**
- Degree in Public Health, Business Administration or related field.
  - Fluency in English and Spanish required (at least 5 years of experience managing a development role at a non-profit).
  - 2 years of experience in grant writing.
  - 2 years of fundraising experience.
  - Good presentation and writing skills, capable program/technical writing.
  - Strong interpersonal, teamwork, partnering, manage conflict in a constructive manner.
  - Willingness to travel up to 25% of time in

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### JORNADA DE VASECTOMIA

**22** de julio: **Clinica Sue Patterson**  
9a. Calle Poniente No.17,  
Residenciales El Rosario  
Casa #3  
Antigua Guatemala

**Costo: Q50**

Para mayor información llame a:  
**4019-6199** ☎ **4511-5706**



# Communications Programming: Mass Media (Proven) & Social Media (Emerging)

## Interventions

- Get a Permanent Smile: Vasectomy Programming in Bangladesh, Ghana and Honduras
- Mass Media to Reach Men in Pakistan
- Promoting Male-centered Methods through the Media in India and Vietnam
- Using Radio Serial Drama to Promote FP in Burkina Faso
- Green Star Media Campaign and m4RH in Tanzania
- Reaching Youth Through Communications for Social Change in Nicaragua
- Social Media and Vasectomy in Guatemala

## Range of Evidence

- Pre-post intervention surveys (4)
- Service statistics (3)
- FGD (2)
- In-depth interviews (1)

# Communications Programming: Mass Media & Social Media, con't

## Key Findings:

- Interventions included media and advertising campaigns via radio, television, newspapers, billboards, brochures, and Facebook
- Most reached men to increase men's support for their partners' contraceptive use, while some also addressed men's use of contraception
- Range of outcomes:
  - Increased use of condoms and vasectomy
  - Shifting the perception that FP is a women's affair
  - Addressing gender norms and equality in FP and contraceptive use

# Communications Programming: mHealth





# Communications Programming: mHealth (Emerging)

## Interventions

- Text message/SMS for College Students in Nigeria
- Text message/SMS Intervention in Mozambique
- SMS for Fertility Awareness and Use of SDM in India
- Role Model Stories as Part of m4RH in Ghana, Tanzania and Rwanda

## Range of Evidence

- Pre-post intervention study (1)
- Service statistics (3)

## Key Findings:

- Mobile health (mHealth) text messaging programs are gaining traction
- Men, particularly young men, are drawn to mHealth to get information about FP
- Women often rely on their partners to use SMS
- Lack of evaluation and sex disaggregated data

# Community Engagement: Community Dialogue



# Community Engagement: Community Dialogue (Strongly promising)

Interventions
Family Planning Results Initiative, Care Kenya
Transforming Gender Roles in Uganda
Community Mobilization (SASA!) in Uganda
Participatory Engagement with Young People (Stepping Stones) in South Africa
Group Education with Men in Nigeria
Group Meetings for Men in Pakistan
Participatory Group Learning for Young Men in Brazil
Participatory Group Learning for Young Men in India
Participatory Learning Groups for Men in India
Village Savings and Loan Associations for Men in Uganda

Range of Evidence
<ul style="list-style-type: none"><li>• Randomized control trial (2)</li><li>• Quasi-experimental, with intervention and control groups (4)</li><li>• Baseline/endline surveys (3)</li><li>• Post-intervention qualitative evaluation (1)</li></ul>

# Community Engagement: Community Dialogue (Strongly promising), con't

## Key Findings:

- Interventions primarily consisted of SBCC strategies to promote equitable gender norms/attitudes
- No program focused solely on male use of contraception
- These programs found:
  - Reductions in myths around FP
  - Improved communication with partners about FP
  - Increased use among men (although not all programs indicated if the increased use was of male methods)

# Key Considerations in Programming For Men as FP Users



Source: Photoshare

# 10 Key Considerations in Programming For Men as FP Users

1. Provide information and services to men and boys where and when they need it
2. Address gender norms that affect men's use of contraceptive methods
3. Meet men's needs while respecting women's autonomy
4. Improve couple and community communication
5. Link men's FP use with their desire to support their families
6. Teach adolescent boys about pregnancy prevention and healthy sexual relationships
7. Develop national policies and guidelines that include men as FP users
8. Scale up programs for men
9. Fill the gaps through M&E and implementation science
10. Create more contraceptive options for men

# Summary

- Men are not particularly well served by FP programming
- Men still too often seen as “problems” ... yet gender norms are shifting
- Programs focus on men as supportive partners rather than men as users
- There is sufficient evidence of men’s desire for information and services



# THANK YOU

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The Evidence Project seeks to expand access to high quality family planning/reproductive health services worldwide through implementation science, including the strategic generation, translation, and use of new and existing evidence. The project is led by the Population Council in partnership with the INDEPTH Network, the International Planned Parenthood Federation, PATH, and the Population Reference Bureau.

