



Impact of Demand Generation on Voluntary Vasectomy

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BRAZIL

Having a little fun

Brazil

Shifting Machismo to Responsibility

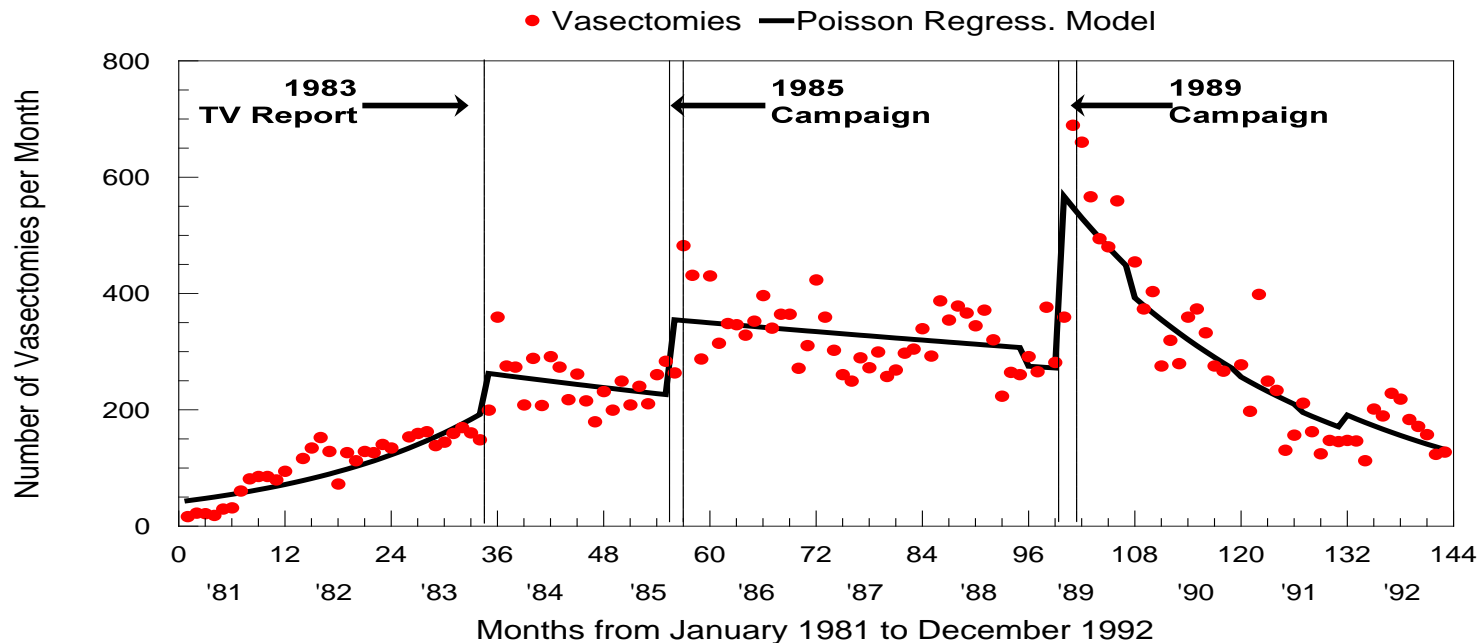


*Imagine:
Promoting male responsibility
in a culture celebrating
machismo

*Challenge:
Motivating men to get a
vasectomy

Effect of Communication on Vasectomy Uptake

Effect of Media Events on Number of Vasectomies Performed per Month and Poisson Regression, Pro-Pater Clinic, Sao Paulo, Brazil, 1981-1992



Source: Kincaid and others (1996)
JHU/SPH/CCP & PRO-PATER



India: Spotlight on the Client

1. Identify:
 - Knowledge, attitudes, & perceptions
 - How best to support positive attitudes & acceptability
 - How those with vasectomy are perceived by community members
2. Understand quality of care issues
3. Assess nature of spousal communication around FP
4. Identify best ways to frame benefits and tailor messages to promote vasectomy

Factors Affecting Acceptance of Vasectomy in Uttar Pradesh: Insights from Community-Based, Participatory Qualitative Research

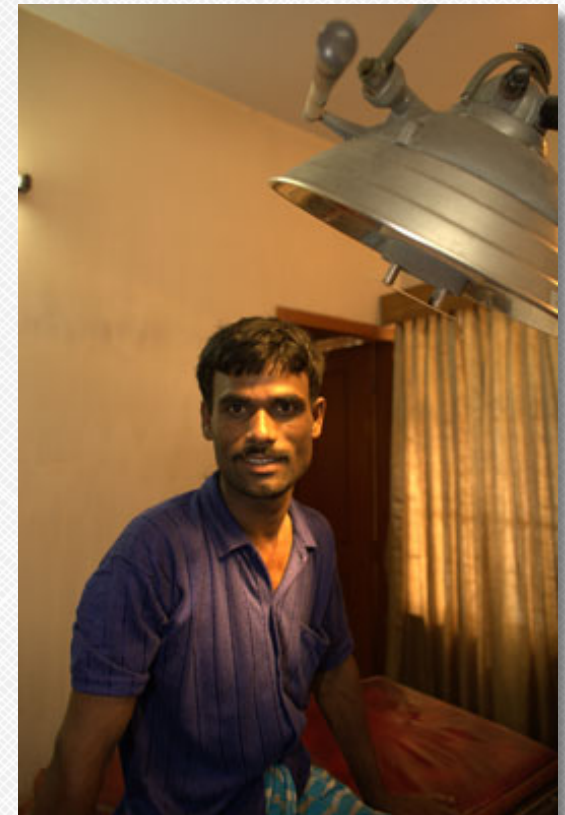
Beth Scott, Options PEER Unit Consultant, Options UK

Dawood Alam, Johns Hopkins Bloomberg School of
Public Health, Center for Communication Programs,
Delhi, India

Shalini Raman, Johns Hopkins Bloomberg School of
Public Health, Center for Communication Programs,
Lucknow, India

March 2011

- Wife is initiator but husbands often reject FP
- Common belief that FP is concern of women; men actively uninterested
- Resistance to NSV ↑ among men & women
- 5 Main Barriers
 1. Extreme fear of weakness (biggest factor)
 2. Impact on sexual performance
 3. Fear procedure
 4. Fear of failure: severe consequences for woman, charges of infidelity & eviction
 5. Availability of other methods



1. Focus primarily on couples who have completed their family size
2. Promote NSV as option for couples who want to limit at or soon after birth of 2nd and/or 3rd child (PPFP)
3. ASHAs (CHWs) key link
4. Address barriers in messages
 - Powerful testimonials with simple assurances from qualified doctors
5. Sharing positive testimonials
 - Emphasize permanence of NSV with man's continued ability to work & provide for family
 - Build on perception that only strong/courageous men undergo NSV – re-position as manly
 - Promote simple, painless, & stitch-free nature—avoid use of “operation”
6. Focus on men directly

- Supported to NRHM, Government of Uttar Pradesh and Jharkhand in improving messaging
- IPC skills building sessions with ASHAs and satisfied acceptors
- Ongoing Coaching of ASHAs and satisfied acceptors
- Developed NSV movie
- Distributed posters and brochures on NSV
- Radio spots to increase awareness and acceptance of NSV

मैंने अपनाया एन एस वी (NSV)
और निभायी अपनी जिम्मेदारी



- एन एस वी पुरुषों के लिए स्वामी परिवार प्दानिग उपाय
- एन एस वी प्रक्रिया लगभग 20 मिनट के अन्दर पूरी
- एन एस वी प्रक्रिया में दर्द लगभग न के बराबर
- लगभगी लगभग एक घंटे के बाद स्वयं चलकर अपने घर जा सकता है
- एन एस वी के बाद भी पुरुषों की लिंग उत्तेजना व वीर्य स्वचलन पहले जैसा ही बरकरार
- लगभगी एन एस वी के बाद भी कोई भी भारी काम पहले जैसा ही कर सकता है

एन एस वी का और सर्वे के लिए अपने परिवार को आमंत्रित करें। अधिक जानकारी के लिए 1800-121-1800 (एनएस वी) पर कॉल करें।

USAID  

- NSV does not cause physical weakness
 - Explain it is not major surgery; no major blood loss involved
 - No incision; hence no suture; confirm with doctor before accepting NSV
- NSV is a simple procedure; completed in 10-20 minutes
 - Client can go home on his own in an hour after NSV
- NSV does not cause sexual weakness
 - NSV does not affect sexual performance
 - Can talk with satisfied acceptor





- Uttar Pradesh: 44 facilities supported in 9 intervention districts
- Jharkhand: 19 facilities supported in 3 districts
- **3 fold increase in NSV acceptance** (2% to 11%) in 9 UP project districts
- Jharkhand: significant increases in West Singhbhoom, Bokaro and Ranchi
- No cases of complications reported in 2012 from any project districts



World Vasectomy Day 2016

Generating Support for Vasectomy

- Springboard event focused on vasectomy, gender and SBCC
 - Hosted by Kenya Health Communication Network (Springboard COP)
 - 40 SBCC practitioners from INGOs, Gov't and local orgs
 - Active discussion on male involvement in FP, importance of couple communication, addressing barriers/misconceptions
 - 760 page views on Springboard site
 - 115,540 people reached through social media/twitter





Power of Stories

- K4Health published 8 stories related to male engagement on FP Voices leading up to World Vasectomy Day
- Collected 13 stories from World Vasectomy Day participants
 - Students
 - Providers
 - Partners
 - Clients
- Collected 6 additional stories with other partners in Nairobi

Summary

BRAZIL

INDIA



- Moving men from interest to uptake is feasible
- Essential to gain depth of understanding of male experience, gender constructs and virility
- Engaging men and women in personalized discussions on benefits of vasectomy works
- Modeling supportive norms such as couple communication is effective
- Multi-channel approaches work
- Ensure men have positive service experience during