

# Men & HIV

— **FORUM** —

20 July 2019, Mexico City, Mexico

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### CHANGING MEN, OR CHANGING SERVICES AROUND MEN? TRANSLATING RESEARCH ON MASCULINE NORMS INTO HEALTH POLICY



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Promundo-US

# MANHOOD IN QUESTION, AND WHAT TO DO

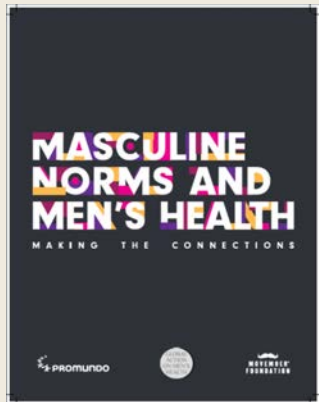


- How masculine norms affect health outcomes
- Lessons from gender transformative interventions
- Taking lessons into the health sector

# MEN'S ATTITUDES ABOUT MANHOOD MATTER FOR NEARLY EVERY HEALTH AND VIOLENCE ISSUE

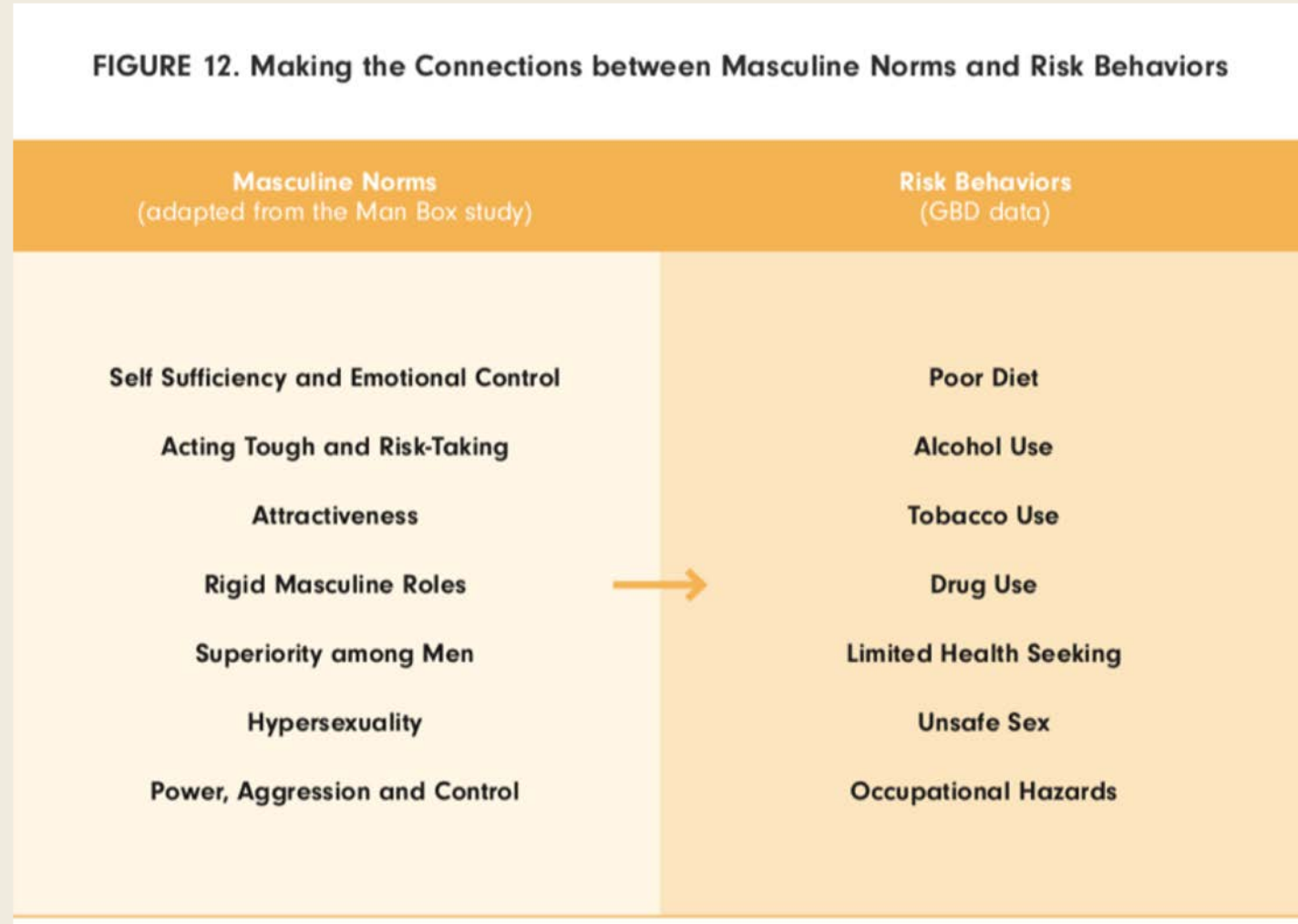
- Across multiple applications of the Gender Equitable Men Scale, men's attitudes about gender related to:
  - Use of physical and sexual *violence* against female partners
  - Their *participation in care work and MCH*
  - Couple communication about RH
  - Having sought *HIV testing*
  - Number of *sexual partners*
  - Having paid for sex
  - Rates of *self-reported STI symptoms*
  - Condom use
  - Substance/alcohol use
  - Carrying out *delinquent* acts
- Internalization of hyper-masculinist norms are strongly and consistently correlated with key risky health behaviors including those related to sexual behavior and help seeking.

# THESE 7 RISKS DIRECTLY RELATED TO MASCULINE NORMS (600+ REFERENCES IN GLOBAL PUBLIC HEALTH LITERATURE AFFIRMING THESE CONNECTIONS)



Ragonese, C., Shand, T., & Barker, G. (2019). *Masculine Norms and Men's Health: Making the Connections*. Washington, DC: Promundo-US.

**FIGURE 12. Making the Connections between Masculine Norms and Risk Behaviors**



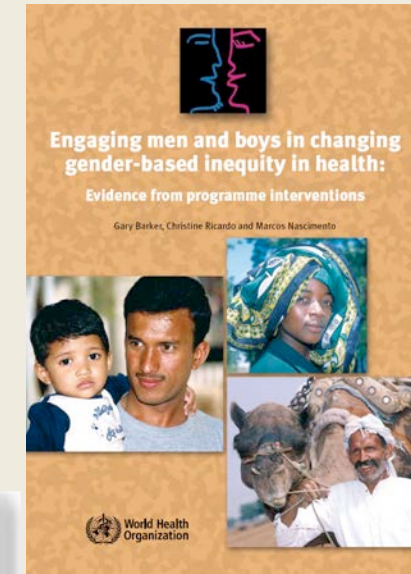
# EXTENSIVE EVIDENCE THAT ENGAGING MEN FROM A GENDER TRANSFORMATIONAL PERSPECTIVE SHOWS IMPACT

- ✓ Those that make *questioning what it means to be men or gender norms* central to their intervention
- ✓ Those that have a *longer duration*
- ✓ Those that have multiple components i.e. group education+
- ✓ Equal evidence that *mixed and single-sex groups* (including couples groups) work
- ✓ Single most consistent intervention showing change: *Group education with linkage to service provision, bystander intervention*

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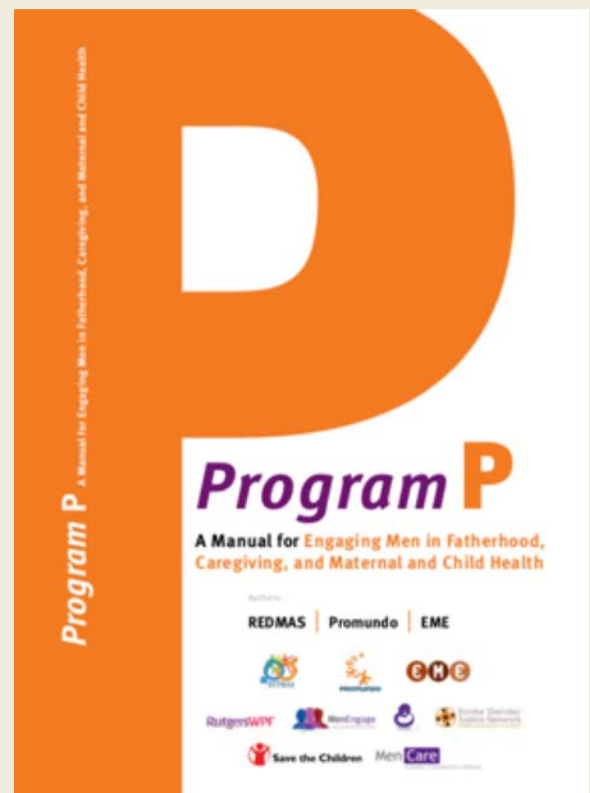
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# PROGRAM P: FATHER TRAINING FOR SEXUAL AND REPRODUCTIVE HEALTH COUPLE NEGOTIATION, GENDER-BASED VIOLENCE PREVENTION



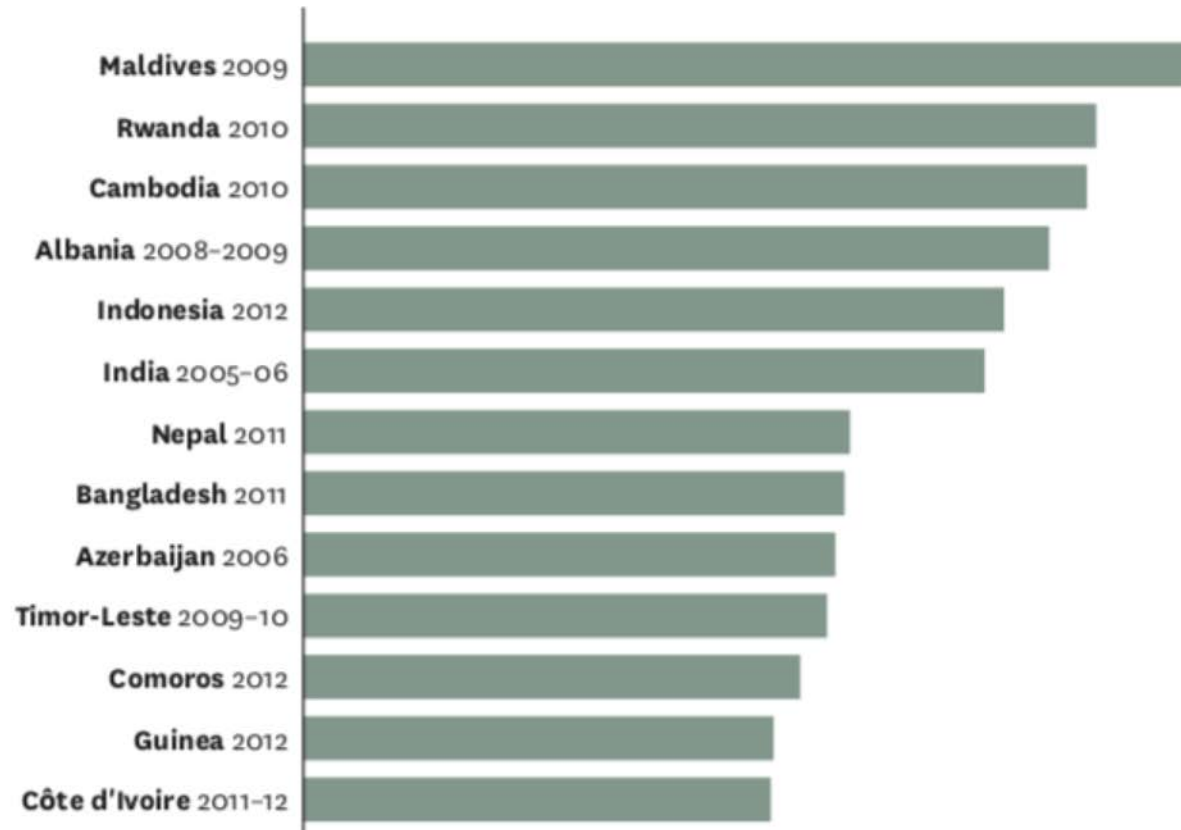
RCT of Program P with 1,700 fathers and their partners in Rwanda-led to nearly 50% reduction in GBV, increased male support for SRHR, increased prenatal visits – *changes sustained > 1 year later*



# WHERE ARE MEN IN THE HEALTH SYSTEM? (FOLLOW THE WOMEN...)

FIGURE 3.4

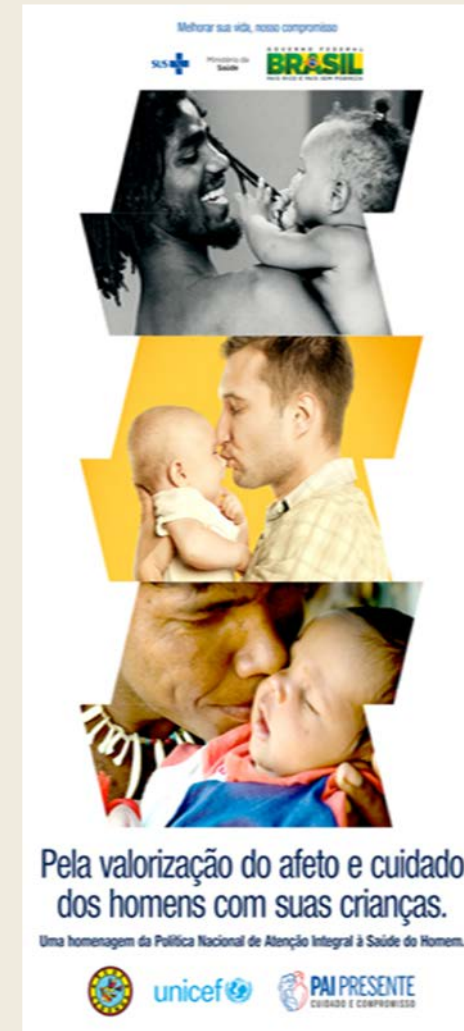
Percent of fathers present during pre-natal check-ups for their youngest child



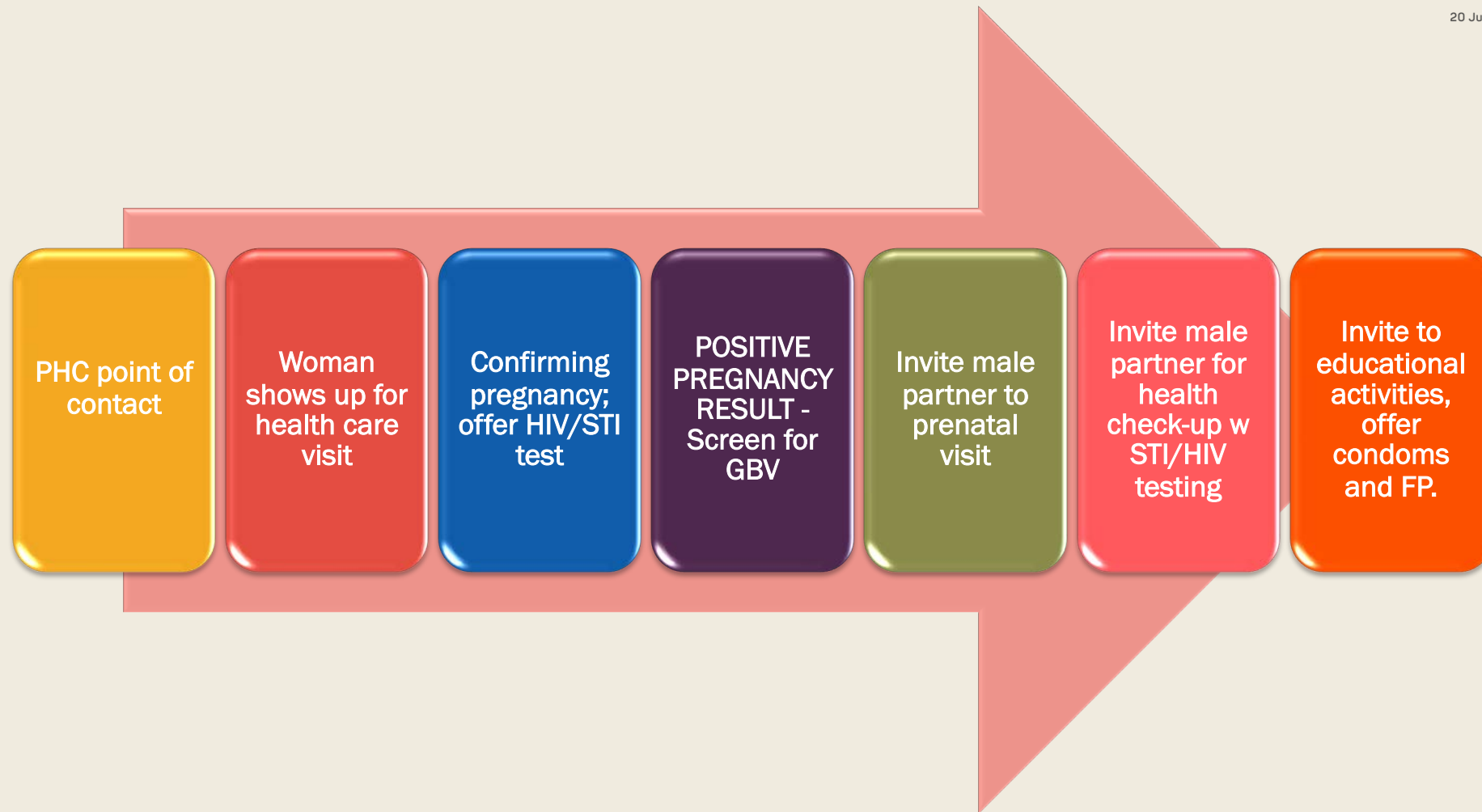


# EXAMPLE: MEN'S HEALTH PROGRAM, BRAZILIAN MINISTRY OF HEALTH

- 2009 Brazilian MoH created Men's Health Program
- *Fewer than 1/100 men visit PHC every year in Brazil*
- Specific prevention activities for men who have sex with men, young men, indigenous men
- Hardest to reach population: *heterosexual adult men*
- Promundo and Papai worked with program to create a *Men's Prenatal Health Protocol*

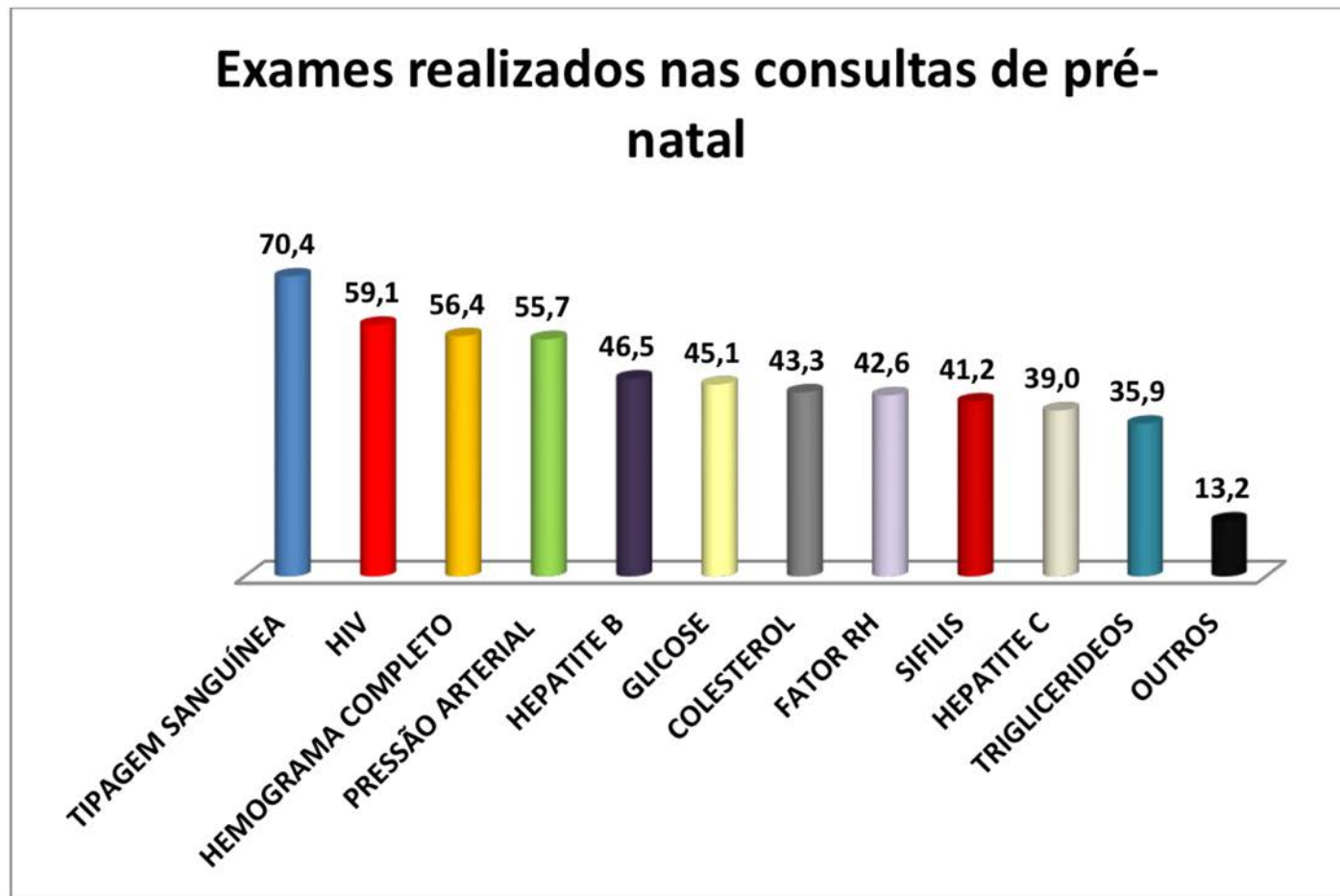


# MEN'S PRENATAL HEALTH PROTOCOL



# INITIAL RESULTS: PROGRAM IMPLEMENTED IN ABOUT 20% OF MUNICIPALITIES; 41% OF MEN REACHED IN PRE-NATAL VISIT ARE GOING FOR FOLLOW-UP CHECK UP

Gráfico 17-Exames realizados nas consultas de pré-natal



# MOVING NORM CHANGE TO THE CLINIC

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Men Care  
A GLOBAL FATHERHOOD CAMPAIGN

PROMUNDO



#SOWF @MenCareGlobal

# THANK YOU



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