



Why use this high impact approach?

Promote Shared Decision Making through Gender Intentional and Male Engagement Activities to Increase the Uptake of All Modern Contraceptive Methods

Devising gender-intentional and male-engagement strategies promotes shared decision-making, leading to an increased uptake of modern contraceptive methods, particularly non-scalpel vasectomy (NSV).

	<p>STEP 1</p> <ul style="list-style-type: none"> • Identify Gender-Sensitive Trainers to Build the Capacity of Health Staff and CHWs <p>Training should address gender biases, promote gender inclusive language, and encourage men's involvement in family planning, maternal and child care. Additionally, CHWs should be trained on initiatives like 'NSV happy user meetings' and identifying 'gender champions' to dispel myths, motivate the community and support family planning efforts.</p>
	<p>STEP 2</p> <ul style="list-style-type: none"> • Train Providers on NSV Technique <p>Organize hands-on NSV trainings, with annual refresher sessions, to address skill gaps due to limited cases. Sensitize them to create a welcoming environment for men. Ensure NSV kits are available at facilities where surgeons are deployed, as per Government of India guidelines.</p>
	<p>STEP 3</p> <ul style="list-style-type: none"> • Create a Dedicated Male Engagement Team <p>Form a dedicated male engagement team, including men and women, comfortable discussing male family planning methods. The team should reach out to men and engage them to create demand through interventions like workplace outreach, rickshaw puller engagement, male gatherings points (e.g., Churaha), and evening community meetings in slums.</p>
	<p>STEP 4</p> <ul style="list-style-type: none"> • Ensure In-clinic Counseling and Fix Day Static Service for NSV <p>Form a comprehensive team of both male and female staff nurses to counsel men on family planning options. Designate a specific day each month for providing NSV services in health facilities that are equipped to offer male sterilization services.</p>
	<p>STEP 5</p> <ul style="list-style-type: none"> • Sensitize Adolescents and Youth (AY) on Sexual and Reproductive Health (SRH) Issues <p>With the support of the education department and MOICs, organize SRH and gender sensitization workshops in schools for both boys and girls. Establish UPHCs as adolescent-friendly facilities and hold adolescent health days at UPHCs to provide SRH counseling and services to AY.</p>
	<p>STEP 6</p> <ul style="list-style-type: none"> • Utilize Media Channels to Boost Male Participation in Family Planning <p>Leverage mass media platforms to promote spousal communication and male contraceptive methods. ASHAs should create WhatsApp groups for eligible couples to share videos and messages on male involvement. Use ASHA and ANM WhatsApp groups to periodically remind them of their roles and responsibilities to enhance male engagement.</p>