

# FAMILY PLANNING 2020 COMMITMENT

## GETTING TO EQUAL: ENGAGING WITH MEN AND BOYS TO REACH 120 MILLION, AND BEYOND



**CONSTITUENCY:** Non-Governmental Organization

**PRIMARY ORGANIZATION NAME:** Promundo

**HEADQUARTERS LOCATION:** Washington, DC

**CEO/PRESIDENT NAME:** Gary Barker

**COMMITMENT FOCAL POINT NAME:** Christopher Hook

**TITLE:** Consultant

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**PLEASE INDICATE WHETHER THIS COMMITMENT IS:** a new commitment to the Global Strategy for Women's, Children's and Adolescents' Health (2016-2030).

**TYPE OF COMMITMENT:** Research, issue and policy advocacy, technical assistance.

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**PROVIDE A 200-WORD DESCRIPTION OF YOUR COMMITMENT:** By 2020, Promundo commits to developing a "Getting to Equal" initiative to advance the conversation on the engagement of men and boys in sexual and reproductive health and rights (SRHR) and gender equality globally, contributing to the promotion of rights-based family planning to achieve FP2020 goals, Universal Health Coverage, and the Sustainable Development Goals. This initiative will include:

- 1) A Call to Action brief providing guiding principles and key areas for strengthening global and national action on men, gender equality, and SRHR, with inputs from experts around the globe
- 2) A landmark report on men, gender equality, and SRHR showcasing trends, patterns, and gaps related to the ways in which norms and social pressures around masculine sexuality, fertility, and family size are associated with SRHR behaviors, couples communication, and decision-making;
- 3) A report with FP2020 and Hardee Associates analyzing Costed Implementation Plans and other national planning documents to assess to what extent male engagement is included, and
- 4) Evidence gathered from one-on-one interviews with approximately 20 FP2020 country focal points to understand challenges and successes of implementing male engagement and a rights-based family planning focus during the 2012-2020 period, and opportunities for greater male engagement and rights-based FP implementation post-2020.

**DESCRIBE THE SMART OBJECTIVES OF YOUR COMMITMENT, I.E. SPECIFIC, MEASURABLE, ACHIEVABLE, REALISTIC, AND TIME BOUND:** By 2020, Promundo commits to developing a "Getting to Equal" initiative to advance the conversation on the engagement of men and boys in sexual and reproductive health and rights (SRHR) and gender equality globally, contributing to the promotion of rights-based family planning to achieve FP2020 goals, Universal Health Coverage, and the Sustainable Development Goals.

- A Call to Action brief providing guiding principles and key areas for strengthening global and national action on men, gender equality, and SRHR to advance the issue among researchers, policy-makers, implementers, activists, and donors. The brief includes inputs from experts from over 30 organizations at a technical consultation in 2018.
- A landmark report on men, gender equality, and SRHR showcasing the trends, patterns, and gaps related to men and SRHR; the ways in which norms and social pressures around masculine sexuality, fertility, and family size are associated with SRHR behaviors, couple communication, and decision-making; and the challenges to advancing work on men and SRHR at the individual, community, national and regional levels.
- A report with FP2020 and Hardee Associates analyzing Costed Implementation Plans and other national planning documents to assess how and to what extent male engagement is included in strategies, with concrete recommendations to address current gaps.
- Recommendations resulting from one-on-one meetings with at least 20 FP2020 country focal points to understand the challenges and successes of male engagement and a rights-based family planning focus during the 2012-2020 period, and the opportunities country actors see for greater male engagement and rights-based FP implementation post-2020. These meetings will provide Promundo and partners insights into sub-national, national, and international advocacy agendas.
- This work builds on Promundo's and others' participation in the writing of the Strategic Planning Guide for Engaging Men and Boys (2018).

In addition, by 2020 Promundo will have:

- Updated International Men and Gender Equality Survey (IMAGES) datasets – which include men's and women's attitudes and behavior related to family planning – and data collection, analysis tools and evidence-based research, analyses, and actions
- Created new thematic analysis briefs based on multi-country IMAGES data on a range of key health and gender equality outcomes related to family planning use;
- Produced an IMAGES 'Research to Action' Toolkit and visualization materials to enhance the use of IMAGES and other gender data for national level advocacy; and
- Disseminated this new evidence at key international conferences such as ICFP (2018), the Sommet Francophone, Women Deliver (2019) and other fora to ensure knowledge is shared with the global community.

**CONTEXT AND JUSTIFICATION:** Unmet sexual and reproductive health (SRH) needs continue to be a major threat to women's and adolescent girls' health and rights worldwide, and a major impediment to achieving full gender equality. Harmful gender norms and attitudes have a negative influence on women's and girls' SRH and wellbeing, shaping men's and adolescent boys' behavior in ways that have direct impact on the sexual and reproductive health and rights of their partners, families, and themselves. Despite this reality, SRH is often perceived as a woman's issue or responsibility. And where research and practice has sought to focus on engaging men in SRHR, this has often resulted in an instrumental approach, which does not address underlying gender norms and inequalities and lacks a nuanced understanding of men's own SRHR-related motivations and practices. Additionally, existing male engagement approaches have often been limited to sensitizing men to the importance of increasing women's access to SRHR, failing to adequately address gender norms and power dynamics within relationships. In the commitment period, Promundo will seek to enhance the global knowledge base on men and boys, SRHR and gender equality more broadly, to identify gaps in order to shift the paradigm to ensure that research, policy and programming address and promote all individuals' access to family planning and SRHR in gender- transformative ways.

**BY AGE GROUP, WHICH GROUPS ARE TARGETED BY YOUR COMMITMENT? SPECIFY THE ESTIMATED AFFECTED POPULATION:** Promundo's commitment is primarily aimed at donors and policy-makers. We hope

that our collaborations with implementers lead to greater gender-transformative male engagement programs and thus reach a large number of all the populations listed here, but cannot estimate an expected reach at this stage.

**BY THEME:** Women's health priorities and interventions, adolescents' health priorities and interventions, children's health priorities and interventions, newborns' health priorities and interventions, early childhood development, socioeconomic, environmental and political determinants, human rights and equity, social mobilization / community engagement

**BY GEOGRAPHIC SCOPE:** Global

**COUNTRY:** Abkhazia

**HOW DOES THIS COMMITMENT TARGET ANY INTERSECTORAL LINKS RELEVANT FOR THE IMPLEMENTATION OF ESSENTIAL RMNCAH INTERVENTIONS, SUCH AS: EDUCATION SYSTEMS, NUTRITION (INCLUDING AGRICULTURAL PROGRAMS), TRANSPORTATION SYSTEMS, IMPROVED SANITATION FACILITIES, IMPROVED DRINKING WATER, HUMANITARIAN AND DISASTER RESPONSE SYSTEMS, ETC.?:** Promundo's commitment to Family Planning 2020 has wide-ranging intersectoral links relevant for the implementation of essential RMNCAH interventions. Research shows that the same harmful gender norms that hinder women's access to family planning services also have an impact on women's and men's abilities to seek safe and effective maternity care, provide nutritive services to children, and raise healthy adolescents. New and updated data on men's role in SRH will also be useful for governments, donors and program planners look to improve RMNCAH implementation.

**HOW DOES THIS COMMITMENT SPECIFICALLY RELATE TO, AND ADVANCE THE GOALS OF, THE GLOBAL STRATEGY FOR WOMEN'S, CHILDREN'S AND ADOLESCENTS' HEALTH? (SELECT ALL THAT APPLY):** Country-led health plans / Comprehensive, integrated package of essential interventions and services

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## TIMELINE FOR IMPLEMENTATION:

**START:** 2018-12-03

**END:** 2019-12-31

**IS THIS A FINANCIAL OR NON-FINANCIAL COMMITMENT, OR BOTH?:** Non Financial

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## FOR NON-FINANCIAL COMMITMENTS:

**EXPECTED OUTCOME (E.G. LIVES SAVED OR IMPROVED, POPULATION IMPACTED):** 3,070 research, practitioner and advocacy partners and donors based on following deliverables which seem to be directly focused on that audience • A framing advocacy document setting forth a position on men, gender equality and SRHR to advance the issue among FP policy-makers, donors, and implementers, which was reviewed during a technical consultation meeting with donors, agenda-setting international institutions, NGOs, researchers, and consultants. (500 people through consultations and events) • Concrete, actionable items resulting from one-on-one meetings with FP2020 country focal points to understand the challenges and successes of male engagement and a rights-based family planning focus during the 2012-2020 period, and the opportunities country actors see for greater male engagement and rights-based FP implementation post-2020. (50 people through consultations and events) •

Produced a IMAGES 'Research to Action' Toolkit and visualization materials to enhance the use of IMAGES and other gender data for national level advocacy; and (100 people through consultations and events; 1,000 people through follow up (if each of the 100 people sensitize 10 colleagues) • Disseminated this new evidence at key international conferences such as ICFP (2018), the Sommet Francophone and Women Deliver (both in 2019) and other fora to ensure knowledge is shared with the global community. (500 people events) • A report with FP2020 and Hardee Associates analyzing Costed Implementation Plans and other national planning documents to assess how and to what extent male engagement is included in national strategies and to propose concrete steps going forward to address current gaps (500 people events) • Updated IMAGES datasets – which include men's and women's attitudes and behavior related to family planning – and data collection and analysis tools to enhance their use and utility as a global knowledge good; (20 people full access / 400 people who request/engage (10 per IMAGES country completed) 646,000 broader engagement via promotion based on following deliverables which seem to be directly focused on that audience • A landmark report on men, gender equality, and SRHR showcasing cutting-edge evidence and new analyses of Demographic and Health Surveys, International Men and Gender Equality Survey (IMAGES) data, and other key data sources; (20,000 based on 20 unique media mentions, 300,000 based on 100+ contributors on Twitter and/or 300,000+ impressions; 3,000 for web downloads). • Created new thematic analysis briefs based on multi-country IMAGES data on a range of key health and gender equality outcomes related to family planning use; 20,000 based on 20 unique media mentions, 300,000 based on 100+ contributors on Twitter and/or 300,000+ impressions; 3,000 for web downloads).

**ESTIMATED VALUE (EITHER IN USD OR LOCAL CURRENCY) OF SERVICES, PRODUCTS AND OTHER RESOURCES PROVIDED):** \$800,000 USD

**EXPLANATION OF HOW THIS ESTIMATED VALUE WAS DETERMINED:** We used our standard methodology for tracking expected engagement through both in-person and remote media

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## SHARING PROGRESS

**HOW DO YOU INTEND TO TRACK AND SHARE INFORMATION ON PROGRESS TOWARDS IMPLEMENTING THIS COMMITMENT TO THE GLOBAL STRATEGY? FOR INSTANCE, RELEASING AN ANNUAL SHAREHOLDER REPORT THAT INCLUDES THIS COMMITMENT, JOINT REPORTING EFFORTS TOGETHER WITH OTHER STAKEHOLDERS (PLEASE SPECIFY), ETC.:** Promundo will track and share information on progress towards implementing this commitment by tracking deliverables, and where applicable communicating findings, next steps and reports to the broader SRHR community, noting our commitment to the Global Strategy.

**CONFIRMATION:** I confirm that I wish to make a new commitment to the Every Woman Every Child Global Strategy for Women's, Children's, and Adolescents' Health.