




Healthy Images Of Manhood (HIM):  
Improving Men's Roles  
in Postpartum and Family Planning



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**Presentation Overview**

- What is HIM?
- Why implement HIM?
- HIM Approach
- Applying HIM at Unilever Tea Tanzania (UTT)
- Applying HIM in PFP setting


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**What is HIM?**

***Healthy Images of Manhood***  
Health education intervention to change gender norms related to traditional definitions of masculinity that impact negatively on sexual reproductive health behaviors and outcomes


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## What is HIM, cont.

- ❑ Maps out various gender-related factors
- ❑ Draws on P/BP (Project H, MAP)
- ❑ Advocates new models of healthier masculine behavior related to RH/FP/PP/HTSP and HIV/AIDS



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## Intended Positive Changes in Masculinity

- ❑ Responsible sexual behavior
- ❑ Supportive, caring and involved partners/husbands and fathers
- ❑ Healthy and non-violent responses to conflict resolution



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## Why HIM?

- ❑ Failure to involve men undermines the success of PP/FP/RH, including HTSP, and STI/HIV/AIDS programs/interventions
- ❑ Men's attitudes, knowledge, and behavior influence their health and women's health



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## Strength of HIM

- Practical
- Strengthens local capacity
- Cost effective
- Provides "safe space" for men
- Institutionalizes supportive supervision system



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## HIM Approach

- Conduct a gender analysis
- Design HIM program
  - Identify male champions
  - Develop materials of interactive workshop
  - Select local training facilitator and project coordinator
- Establish communication/M&E system



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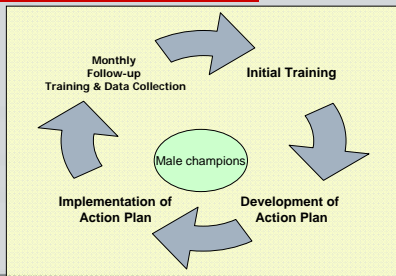
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## Application of HIM: Initial Phase



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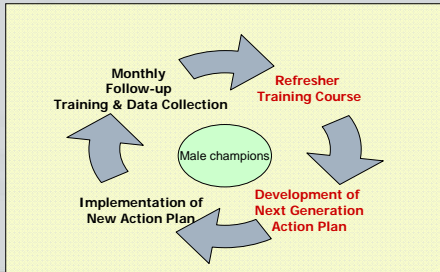
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## Application of HIM : Subsequent Phases




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## Application of HIM Unilever Tea Tanzania (UTT)

- 29 peer health educators trained on gender RH/FP/HTSP and STI/HIV/AIDS; communication/counseling
- Action plans include:
  - One-to-one and couple counseling
  - Small group discussions
  - Organize events
  - Mobilize community




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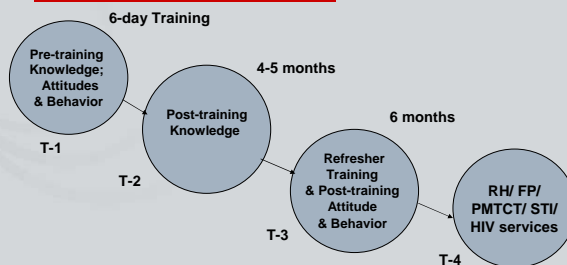
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## Monitoring Changes in KAP




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### Applying HIM in PP & PFP settings

- Ascertain cultural perceptions of PP period
  - Men's knowledge, attitude and perspectives on PP problems and PFP
  - Women's knowledge, attitudes and practices during PP and response to PP problems
  - Women's attitudes to men's involvement & men's attitudes about being involved



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### Applying HIM in PP/PFP, cont.

- Translate men's desire to help into action
  - Seeks prompt treatment for PP hemorrhage and infection
  - Responds to partner's PP blues/depression
  - Creates environment that supports breast feeding:



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### Applying HIM in PP/PFP, cont.

- Assists in household and child care
- Ensures proper maternal nutrition and prevention of micronutrient deficit
- Accompanies spouse for PP & newborn check-up
- Discusses HTSP with partner and mutually agree on choice of FP method



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Thank You!



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