Messages on male involvement on reproductive health can be shared through bulk SMS, comic books, group counsellors, hotlines, internet, music, peer educators, radio, talk shows, television and theatre productions.

**EXPECTED OUTCOMES**

Increasing male involvement in reproductive health can lead to:

- Reduction in prevalence of HIV
- Improved dialogue between couples
- Increased awareness of women's and men's health needs
- Greater consideration of women's opinions during decision making
- Decrease in maternal and child mortality

**FOR MORE INFORMATION ON MALE INVOLVEMENT IN REPRODUCTIVE HEALTH, PLEASE CONTACT:**

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INTRODUCTION

“Men’s partnership is clearly essential to achieving all of the MDGs both directly and indirectly. Partnering with men is an important strategy for advancing reproductive health and rights, which are so closely linked to the MDGs. The AIDS epidemic sharply underscores men’s critical role: In the absence of a vaccine or cure, changes in male behaviour are central to preventing the spread of HIV.”

“The care and support of an informed husband also improves pregnancy and childbirth outcomes and can mean the difference between life and death in cases of complications, when women need immediate medical care.”

“The repercussions of paternal abandonment or neglect range from poor educational performance and school dropout (including early entry into the workforce to help families make ends meet), to teen pregnancy, drug and alcohol abuse.”

“Furthermore, fathers with more gender-equitable and responsible attitudes about child-rearing are more likely to pass on those values to their sons and daughters and to spend more time with them.”

RECOMMENDATIONS

It is recommended that:

Men should assist in household chores as the experience could be helpful in the event of loss of the mother.

Similarly, women should be empowered to engage in income generating activities to enable them support their

husbands and if necessary, take over the responsibility of breadwinning in the event that death or disability makes it impossible for their husbands to fulfil that role.

Men should speak to other men about:

- Creating emergency plans for labour and delivery of wife
- Adopting behaviours to prevent HIV
- Abolishing forced marriage on daughters especially under-aged girls
- Ending violence against women
- Eliminating female genital mutilation or cutting
- Promoting family planning

Messages on male involvement in reproductive health should be shared wherever men gather in large numbers such as barbers’ shops, bars, brothels, churches, classrooms, clinics/hospitals, games villages, military and paramilitary barracks, mosques, sporting events, truck stops and youth centres.