

Family Benefits Templates

Targeted to older and married men, these templates frame VMMC as a health benefit for the entire family and therefore, a choice consistent with the masculine ideal of family protection. If a man is partially protected from HIV, he can better fulfill his role as a supportive husband or partner and father.

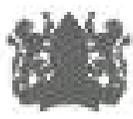
These templates have not been pre-tested with target audiences. As with all demand creation materials, messages should be adapted to the local context and pre-tested to ensure they are appropriate and meaningful for intended audiences. For more information on pre-testing demand creation materials, see Step 3 of this toolkit, describing pre-testing materials.



for **HER**
for **ME**
for **ALL** of **US**

Male circumcision reduces a man's risk for **HIV**

**Now's the time to
get circumcised**



Contact Name Here
Address 1
Address 2

Hotline: xx xxx xxx



for **HER**
for **ME**
for **ALL** of **US**

A man's way to an
AIDS-free Generation
Now's the time to
get circumcised



Contact Name Here
Address 1
Address 2

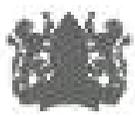
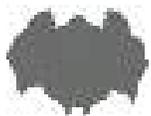
Hotline: xx xxx xxx



for **HER**
for **ME**
for **ALL** of **US**

Male circumcision
reduces a man's risk for **HIV**,
and also helps protect his wife
from **cervical cancer**

**Now's the time to
get circumcised**



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Leadership and Responsibility Templates

The next three templates focus on traditional men’s roles as leaders in their communities and as family providers. The messaging reinforces that VMMC is a responsible choice and that men who undergo VMMC can serve as role models and “leaders” among men. Research from Botswana shows that men considering VMMC, are 32% more likely than others, to have learned about VMMC from a trusted friend or relative.¹

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¹ Population Services International (PSI)/Botswana. *SMC Survey*. 2012



take the **Lead** get circumcised

circumcision greatly reduces
your risk for **HIV**



Contact Name Here
Address 1
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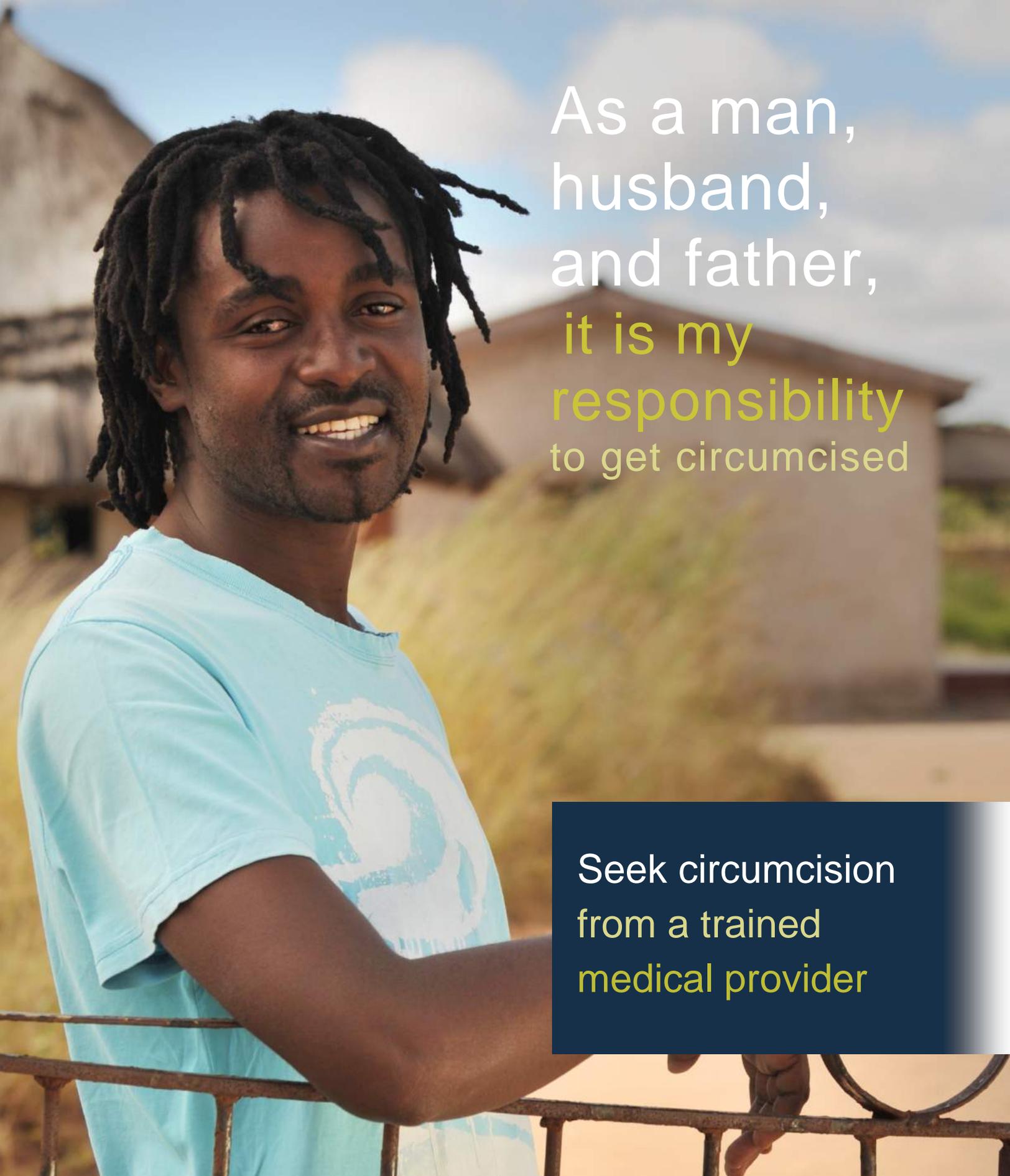
take the **Lead** get circumcised

circumcision greatly reduces
your risk for **HIV**



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As a man,
husband,
and father,
it is my
responsibility
to get circumcised

Seek circumcision
from a trained
medical provider



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Benefits for Women Templates

Research from Botswana and Tanzania affirms that women, as wives and sexual partners, are highly influential in men's decisions to undergo VMMC.^{1,2} It is therefore important to discuss the benefits of VMMC for men *and* their intimate partners. These four templates focus on direct health benefits of VMMC to women, specifically the reduced risk of cervical cancer. By expanding discussion of VMMC health benefits to include cervical cancer, these messages provide a basis for couples to consider mutual VMMC advantages. Men attending VMMC clinics in Zambia have cited reducing cervical cancer risks in their partners as a key motivator for seeking VMMC services.

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¹ Population Services International (PSI)/Botswana. *SMC Survey*. 2012

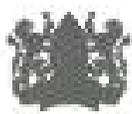
² Plotkin, M., et al. *Embe Halijamneywa: The Unpeeled Mango – A Qualitative Assessment of Views and Preferences concerning Voluntary Medical Male Circumcision In Iringa region, Tanzania*. 2011.



Men, get
circumcised
to **protect** the
one you **love**

she will
THANK
you

Voluntary medical
male circumcision
reduces your partner's
chance of getting
cervical cancer and
reduces your own risk
for **HIV**



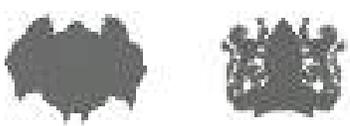
Contact Name Here
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A close-up photograph of a smiling man and woman. The man is on the right, wearing a light-colored polo shirt, and the woman is on the left, wearing a green top and a black headwrap. They are both looking towards the camera with warm expressions. The background is a soft-focus outdoor scene with greenery and a bright sky.

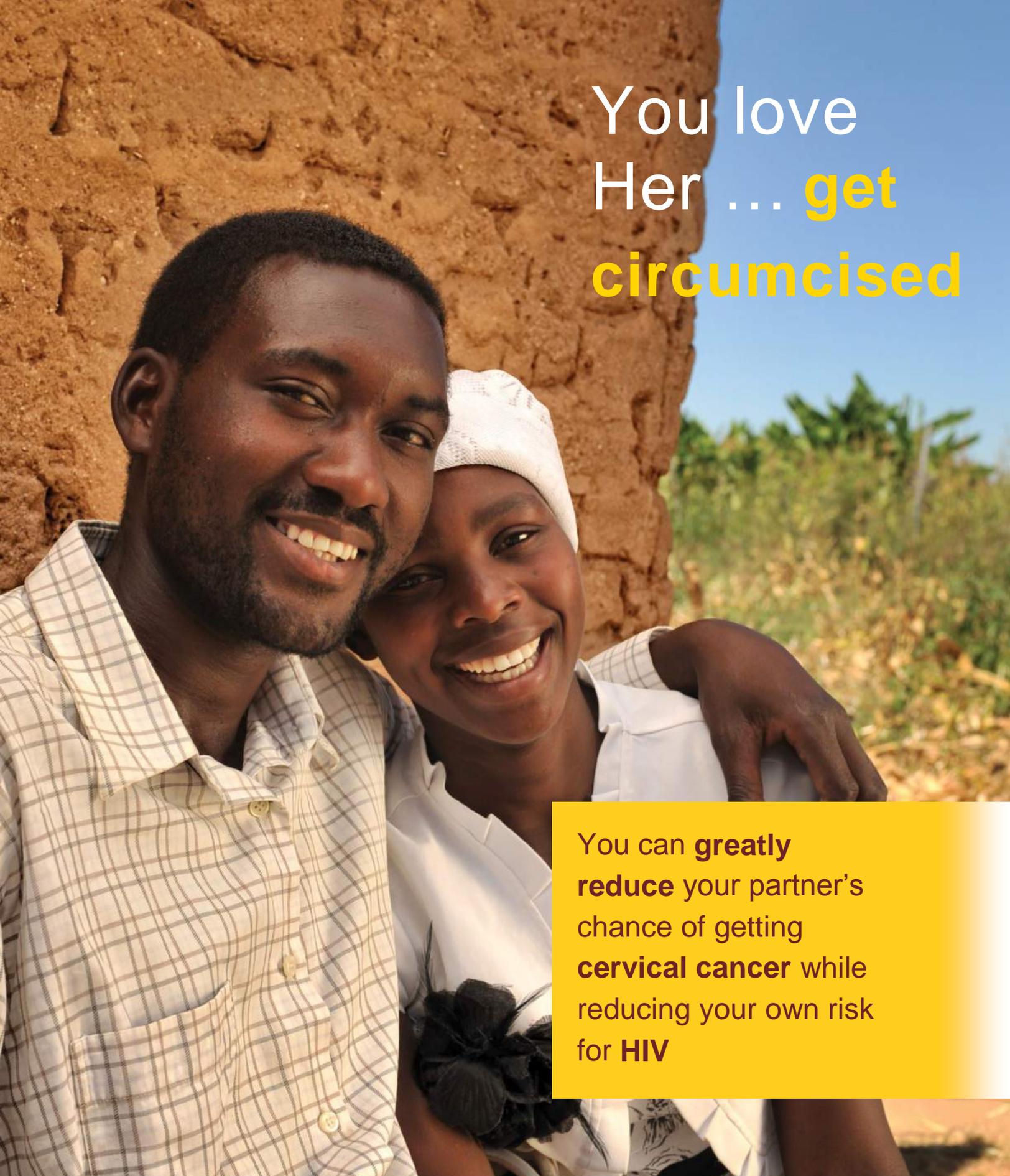
You love
Her ... **get
circumcised**

You can **greatly
reduce** your partner's
chance of getting
cervical cancer while
reducing your own risk
for **HIV**

Two small, dark, stylized icons resembling abstract shapes or clusters of dots, positioned on the left side of the footer.

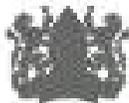
Contact Name Here
Address 1
Address 2

Hotline: xx xxx xxx



You love Her ... **get circumcised**

You can **greatly
reduce** your partner's
chance of getting
cervical cancer while
reducing your own risk
for **HIV**



Contact Name Here
Address 1
Address 2

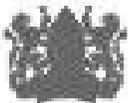
Hotline: xx xxx xxx



**He's stepping
up,
not stepping
out.**

**Men who
choose to be
circumcised
do it for us.**

**A circumcised man greatly
reduces his partner's
chance of getting
cervical cancer**



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Additional Benefits Templates

Research from across Southern and Eastern Africa shows that increased hygiene and the perception of increased sexual pleasure are powerful motivators for men to undergo VMMC and for women to encourage their partners to do so. The following templates allude to these additional benefits through subtle, tasteful imaging and text.

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enjoy *all* the Benefits

encourage your man
to **get circumcised**

Male circumcision
greatly reduces a
woman's chance of
getting **cervical cancer**
and reduces a man's
chance of **getting HIV**

Talk to your man about
getting circumcised.



Contact Name Here
Address 1
Address 2

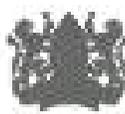
Hotline: xx xxx xxx

enjoy *all* the Benefits

encourage your man
to **get circumcised**

Male circumcision
reduces a
woman's chance of
getting **cervical cancer**
and a man's
chance of **getting HIV**

Talk about it together.

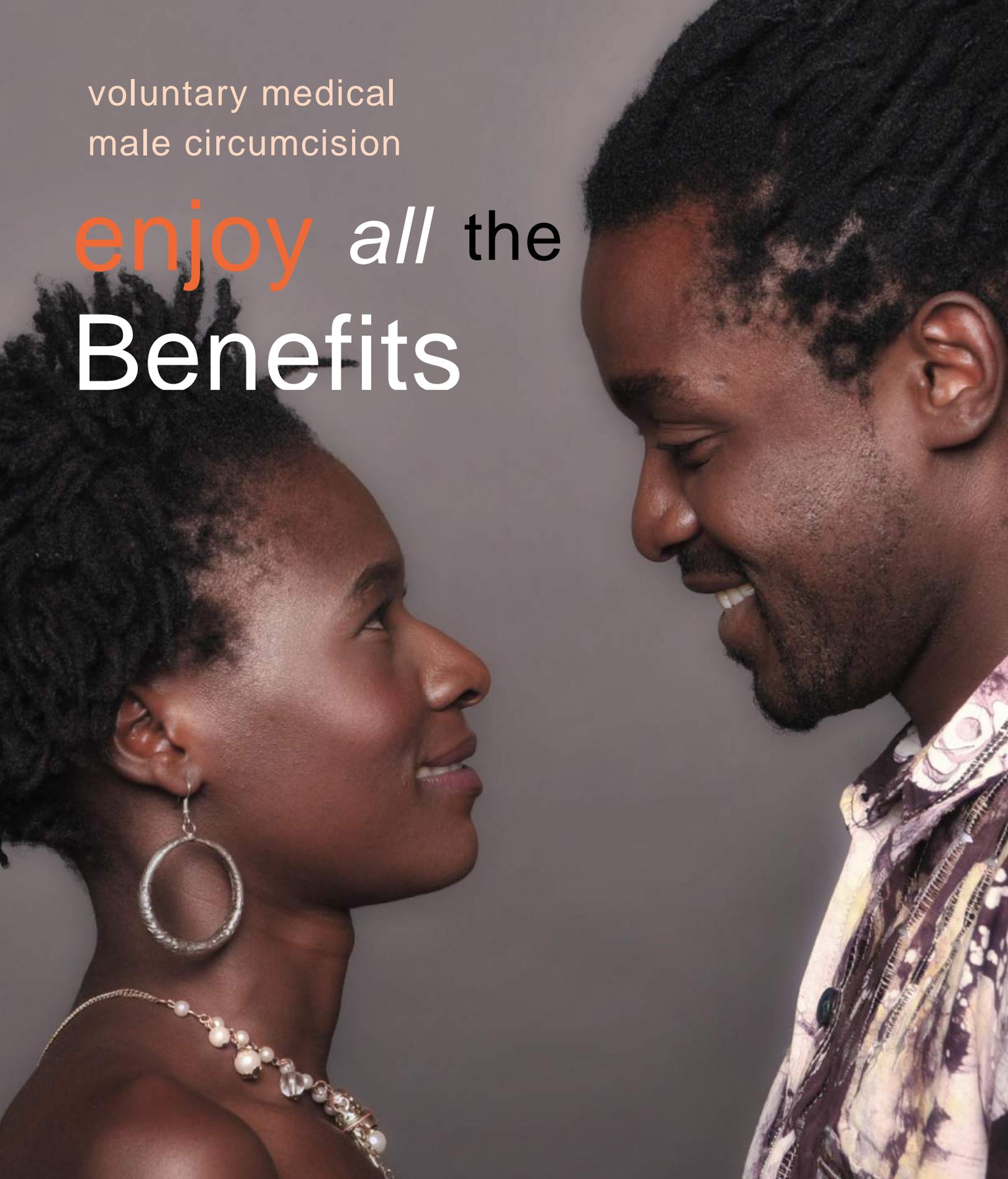


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voluntary medical
male circumcision

enjoy *all* the Benefits



Contact Name Here
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Address 2

Hotline: xx xxx xxx



Talk to
**YOUR
MAN**

about
voluntary
medical male
circumcision



Contact Name Here
Address 1
Address 2

Hotline: xx xxx xxx
Hotline: xx xxx xxx

clean cut

Getting closer is better than ever, since he got circumcised.

Male circumcision makes it easier to stay clean and healthy. I know. I've been circumcised



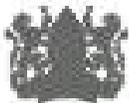
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I'm Clean Cut

And since he got
circumcised,
I've noticed the difference.

Medical male circumcision
improves hygiene and
that brings us closer.



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Address 1
Address 2

Hotline: xx xxx xxx

