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.
Male circumcision reduces a man's risk for HIV

Now's the time to get circumcised

for HER for ME for ALL of US
A man’s way to an AIDS-free Generation
Now’s the time to get circumcised

for HER
for ME
for ALL of US

Contact Name Here
Address 1
Address 2

Hotline: xx xxx xxx
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.
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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take the **Lead**

get circumcised

circumcision greatly reduces your risk for HIV
take the **Lead**
get circumcised

circumcision greatly reduces your risk for HIV
As a man, husband, and father, it is my responsibility to get circumcised.

Seek circumcision from a trained medical provider.
Research from Botswana and Tanzania affirms that women, as wives and sexual partners, are highly influential in men’s decisions to undergo VMMC.\textsuperscript{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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\textsuperscript{1} Population Services International (PSI)/Botswana. \textit{SMC Survey}. 2012
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
You can greatly reduce your partner’s chance of getting cervical cancer while reducing your own risk for HIV.
You can greatly reduce your partner’s chance of getting cervical cancer while reducing your own risk for HIV.
A circumcised man greatly reduces his partner’s chance of getting cervical cancer.

He’s stepping up, not stepping out.

Men who choose to be circumcised do it for us.
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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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.
Male circumcision reduces a woman’s chance of getting cervical cancer and a man’s chance of getting HIV.

Talk about it together.
enjoy all the Benefits

voluntary medical male circumcision
Talk to YOUR MAN about voluntary medical male circumcision.
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.
And since he got circumcised, I’ve noticed the difference.

Medical male circumcision improves hygiene and that brings us closer.