



# Men's Wellness Days

## A Toolkit for Implementers

September 2020



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# Overview of Intervention Package

## Summary of Formative Research and Barriers Addressed

Men's Wellness Days are an integrated design package to address the following problems:

- Men want to avoid HIV but do not use condoms every time they have sex.
- Men who engage in risky sex do not regularly get screened and tested for HIV.
- Men want to prevent malaria but do not sleep under insecticide-treated nets (ITNs) every night.
- Men do not participate in preventative or curative care for their children under five, including nutrition and care seeking for illnesses.

Specifically, this design package addresses the following barriers identified for the uptake and maintenance of healthy behaviors through Breakthrough ACTION's formative research process:

- Men do not seek preventative health services (including HIV testing, condom provision, and other wellness checks) from health centers because they perceive that health facilities are intended for women and children.
- Men do not access condoms at health facilities because they are concerned about privacy and confidentiality.
- Men do not access HIV testing at health facilities because they are concerned about privacy and confidentiality.
- Men prioritize their children's or family's use of ITNs over their own because they view themselves as being at a lower risk of getting malaria.

The full Problem Definition Report conducted by Breakthrough ACTION can be found in the [Appendix](#).

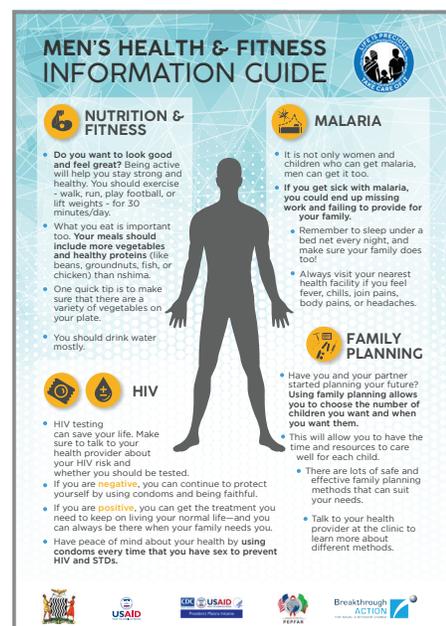
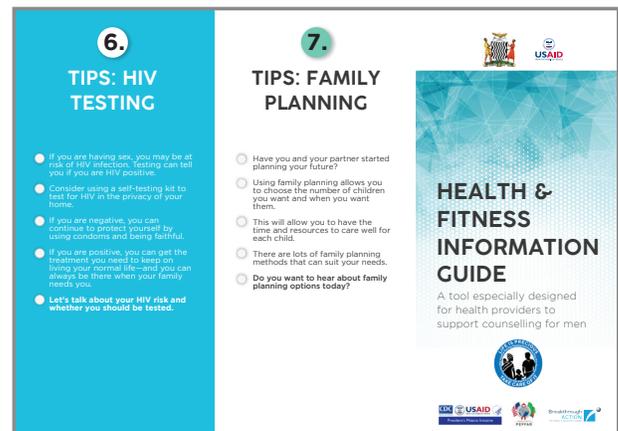


Client receiving blood pressure check

# The Intervention Package

## Overview of Design Components

This intervention is a dedicated, monthly **Men's Health and Wellness Day** in which men aged 20–55 are invited to attend health facilities to receive relevant services (e.g., HIV testing, malaria screening, information about ITN use, and blood pressure monitoring) in a discreet environment. Each man receives a private consultation in which providers use a **specific toolkit** to systematically discuss issues such as general health, nutrition, malaria, HIV, and reproductive health, while also allowing men the opportunity to ask any health or wellness questions they might have. Each man receives a take-home **advice/information packet** (including follow-up information and condoms) upon completion of the consultation. The full package of design materials can be accessed in the Appendix.



Information wellness sheets

# Implementation

## Training

### Training Overview

**Health worker training:** A training-of-trainers should be conducted at the provincial level. Trainers will then implement trainings in their selected districts. At least one trainer from each district should be included in the provincial-level trainings.

- The training will include detailed information on how to implement the **Men's Wellness Day** intervention.
- Refresher trainings should be conducted annually.
- Trainers/mentors should conduct monthly supportive supervision visits. Providers will be asked to share challenges they experienced during the intervention with trainers/mentors.

### Training Presentations

- [Overview of Men's Wellness Days](#)



Client receiving blood pressure check

### Design Package FAQs

#### Q: Who is eligible to participate in Men's Wellness Days?

- A: All men are eligible to participate, but men ages 20-55 are especially encouraged to attend.

#### Q: On which day of the month should Wellness Days be held?

- A: Wellness Days should be held on one Saturday per month. However, individual health facilities will have the discretion to decide which Saturday in the month, based on their other activities. Health facilities should also have the latitude to hold Wellness Days on days other than Saturdays if the reasoning is discussed with the implementing partner.

#### Q: What happens if a health facility runs out of HIV tests or other products during a Wellness Day?

- A: If a particular commodity (e.g., an HIV test) is not available, the client should be given a referral to come back on a different day. However, health facilities should work with provincial and district health teams to ensure that their facility is equipped to support at least 100 clients on each Wellness Day.

#### Q: What is the role of community volunteers during Wellness Days?

- A: If community volunteers are available, they should assist with greeting clients, handing out monitoring slips, and, if possible, taking clients' height and weight measurements.



Men's Wellness Day participants

## Implementation Plan

**Health worker recruitment:** All health workers involved in HIV, reproductive health, malaria, or other male-focused services at selected health facilities should be recruited to participate in a training at the district level. Neighborhood health committee (NHC) members and community-based volunteers (CBVs) from each selected zone should also participate in the training.

**Inviting men:** All men aged 20 to 55 in health facility catchment areas are eligible to participate. To keep demand to a manageable level, monthly recruitment/invitation of men should take place only in two to three zones (which can rotate on a monthly basis). Men should be informed of the event and recruited to participate through multiple channels. Men's Wellness Days should take place monthly on Saturdays in order to maximize the opportunity for participation for men who work on weekdays. Health facilities should have the latitude to select the specific date each month. Additional health workers and resources from nearby facilities should be mobilized to support implementation.

**NHCs, CBVs, and peer educators:** NHCs and CBVs in each selected zone should be briefed on the intervention and encouraged to inform men in their community about Men's Wellness Day events. Implementing partners should work closely with NHCs and CBVs to keep them apprised of event details.

**Public address (PA) announcements:** PA vehicles should be hired to make announcements throughout the zone in the week preceding the Men's Wellness Day event. (*See recruitment scripts in the attached design package.*)

**Mass media:** Men can be reached through multiple media channels including radio, TV, Facebook, and WhatsApp.

### Implementing Men's Wellness Days

Each Men's Wellness Day should take place during a specific time frame set by the health facility (e.g., 9:00 am to 3:00 pm). When men arrive, they should be directed to a specified waiting area.

- **Individual consultation (with job aids):** Providers will call men into their offices one by one for individual consultations. Men will be seen in the order in which they arrive. Each consultation will follow a similar structure (as outlined on a **checklist**). The reverse side of the checklist will contain **key messages** about each health topic.

- 1 All consultations will begin with a **guarantee of privacy and confidentiality** (in facilities implementing the Ni Zii program, providers will read the client-provider promise).
- 2 Providers will remind men that this consultation is intended to be a **two-way conversation**. They will encourage men to ask questions and to be very open about their concerns.
- 3 Providers will ask men if they have any **specific questions or concerns** today.
- 4 Providers will conduct a brief **physical examination** (including weight, height, blood pressure, and heart rate). Trainers/mentors will work with district health promotion teams to ensure that each health facility is equipped to conduct these consultations.
- 5 Providers will ask each man about their **dietary habits and physical activity**. They will give men tips on maintaining a healthy diet and exercise plan.
- 6 Providers will ask each man whether they have had **malaria** in the past year and whether they sleep under an **ITN** every night. They will give men tips on preventing malaria.
- 7 Providers will assess each man's risk of HIV using a validated screening tool. If the man is determined to be at risk of HIV, the provider will ask if they would like to take an **HIV test**. Providers will remind all men that **condoms** are available for free. They will give brief tips on how to reduce (or maintain low) HIV risk.
- 8 Providers will ask each man if they would like to learn more about **family planning** options.
- 9 Finally, providers will **close** by asking the man if he has any remaining questions or concerns. They will remind men that the events are held monthly and will encourage them to inform their peers. They will thank the man for their attendance.

- **Client advice sheets:** Each client will be provided with a printed information sheet that has tips about staying healthy and is visually appealing so that it can be displayed at home. The advice sheets will contain concise guidance about nutrition, malaria, HIV, and family planning.
- **Wellness day branding:** Branded posters and fliers will be used to advertise Men's Wellness Days. (*See sample fliers attached.*)

## Implementation Tips

Based on Breakthrough ACTION's two years of implementation experience, our field staff recommend keeping the following in mind when holding Men's Wellness Days:

### Human Resources

- 1 Ensure that each health facility has an adequate number of trained staff in relation to the targeted number of clients. Health providers can be recruited from nearby health facilities for support if necessary.
- 2 Assign different roles and responsibilities to clinicians and other health staff, and ensure that all staff are aware of their roles.
- 3 All participating staff and volunteers should be trained in Men's Wellness Day implementation.
- 4 Ensure that participating staff and volunteers arrive at least 30 minutes before Wellness Days are set to begin to ensure they are prepared to see clients promptly and to minimize wait times.

### Operations and Logistics

- 1 Fix the dates for Wellness Days in good time with all partners that will be involved.
- 2 Preparatory meetings should always be conducted with health facility, partner, and District Health Office (DHO) staff prior to Wellness Day events to plan for staff deployment and supplies.
- 3 Work with health facilities to estimate the number of men who will attend and ensure that the following supplies are well stocked:

<input type="checkbox"/> Job aids	<input type="checkbox"/> Blood pressure machines
<input type="checkbox"/> Drugs (for treating malaria, etc.)	<input type="checkbox"/> Scales
<input type="checkbox"/> Test kits (for malaria and HIV)	<input type="checkbox"/> Take-home information packs
<input type="checkbox"/> Condoms	<input type="checkbox"/> Ni Zii! badges
<input type="checkbox"/> Thermometers	<input type="checkbox"/> Ni Zii! posters
	<input type="checkbox"/> Ni Zii! job aids
- 4 An inventory of printed materials (including job aids and information packs) should be taken immediately after each Wellness Day to ensure sufficient time for replacement supplies to reach the health facility.
- 5 Ensure that adequate screening and consultation rooms are available to protect the privacy of all the men. If necessary, procure tents from local partners to use as screening rooms. All consultation rooms should be able to close (for privacy) and should be isolated or insulated so others cannot hear the consultation.

### Mobilization

- 1 Mobilization should begin *at least* three days before the scheduled Wellness Day event.
- 2 Use multiple social mobilization channels to reach men, including PA announcements, radio, and churches.
- 3 NHC members can use the community group meetings and the men's fellowship and cooperative to invite men for Wellness Days.
- 4 The target age range of 20–55 should be emphasized during all mobilization efforts so that the event is not only composed of older men.
- 5 The dates and services to be offered must be very clear during the invitation and PA announcements.
- 6 Facilities can also engage foot soldiers, including prominent community members and community health workers, to encourage men to attend Wellness Day events.
- 7 Send letters of invitation to village headmen and churches to inform men of Wellness Day events. *(See sample letter attached.)*
- 8 Outdoor games and entertainment in Wellness Day waiting areas are also helpful for attracting passing men and keeping them engaged.
- 9 Ask men to share take-home packages with their friends and family members and to encourage other men to come to the next Wellness Day.

### Service Provision

- 1 Develop strong partnerships with local community-based organizations, non-governmental organizations, schools, entertainment groups (such as DJs or theater groups), and income-generating firms who can provide additional services, education, and entertainment to waiting men.
- 2 If possible, hold events in outdoor tents away from the main health facility so that music and other entertainment can be provided without disrupting primary health facility services.
- 3 Encourage health providers to help men feel comfortable from the initial screening process all the way through to the final consultation.
- 4 Health providers and volunteers should encourage men to ask questions, especially around topics that they might be shy about, such as condom use and family planning.

## Illustrative Budget

NO.	WELLNESS DAY COSTS	QTY	NO. OF PEOPLE	UNIT COST	TOTAL
1	Lunch allowance for DHO and health facility staff	1	10	100.00	1,000.00
2	Transport refunds for DHO and health facility staff	1	10	100.00	1,000.00
3	Meal allowances for CBVs	1	6	50.00	300.00
4	Transport refunds for CBVs	1	6	100.00	600.00
5	Meal allowance for DHO during preparatory meeting	1	1	100.00	100.00
6	Refreshments for staff and CBVs during Wellness Day activities	1	16	5.00	80.00
7	Hiring of music system	1	1	600.00	600.00
8	Fuel for PA system using GRZ Vehicle	2	1	500.00	1,000.00
9	Hire of PA equipment	1	1	500.00	500.00
10	Meal allowance for PA staff	2	3	100.00	600.00
<b>Total ZMK</b>					<b>5,780.00</b>

## Monitoring and Evaluation

### Monitoring and Evaluation Plan

To monitor changes motivated by the innovations developed, tested, and implemented, implementing partners should work closely with partners, communities, and health systems to apply community-based monitoring systems to record intervention results. Health facility data should be gathered to understand how and to what extent the innovations contribute to service access and use. Implementers should also use already existing health systems to track program reach and coverage as well as monitor outcomes at the health facility and community level. Data collectors should therefore include health facility staff (e.g., Environmental Health Technicians [EHTs]), community health workers (e.g., NHCs, Safe Motherhood Action Groups), and implementing partner staff. The following tools should be employed to capture performance data:

- **Facilitators/health facility records/activity reports:** To track the number of men participating, seeking and obtaining health services at the *Men's Health and Wellness Day* and thereafter
- **Product inventory/distribution sheets:** To record the number of materials produced and distributed to intended audiences and beneficiaries.
- **Mini-surveys (at community/household level):** To assess changes in intermediate outcomes as well as to get estimates of behavioral changes influenced by the intervention.
- **Client exit interviews:** To assess clients' (men's) perspectives on the services received, their relevant health behaviors and their intentions to act.

### Monitoring Data Collection

The following items illustrate performance indicators that the project employed to track results/changes at the output, intermediate-outcome, and outcome levels. The full list of indicators can be accessed in the monitoring and evaluation tools section.

DATA REQUIRED	DATA SOURCE
<b>Output Indicators</b>	
<i>No. of participants in program-related events and activities</i>	<i>Activity reports, media coverage estimates, etc.</i>
<i>No. that participated in capacity-strengthening activities</i>	<i>Project training attendance sheet</i>
<b>Intermediate-Outcome Indicators</b>	
<i>% of participants who perceive that others like them in their community use condoms during sex</i>	<i>Mini-survey</i>
<i>% of participants who correctly recall program social and behavior change messages</i>	<i>Mini-survey</i>
<b>Outcome Indicators</b>	
<i>% of participants testing positive and linked to care and treatment at the health facility (HMIS indicator)</i>	<i>HMIS/PEPFAR DATIM</i>
<i>% of participants that slept under an ITN the night before among households with access to an ITN</i>	<i>Mini-survey</i>

# Appendix

## Implementation Tools

- Design Materials
- PA Scripts
- Wellness Day Preparation Checklist
- Letters of Invitation
- Training Presentations
  - [Overview of Men's Wellness Days](#)

## Monitoring and Evaluation Tools

- Mini-Survey
- Exit Interview Data Capture Sheet
- Wellness Day Aggregation Form
- Learning Documentation Tool
- Performance Indicators

## Key Results Under Breakthrough ACTION

- Problem Definition Report
- Two-Pager
- Mini-Survey Phase 1 Report