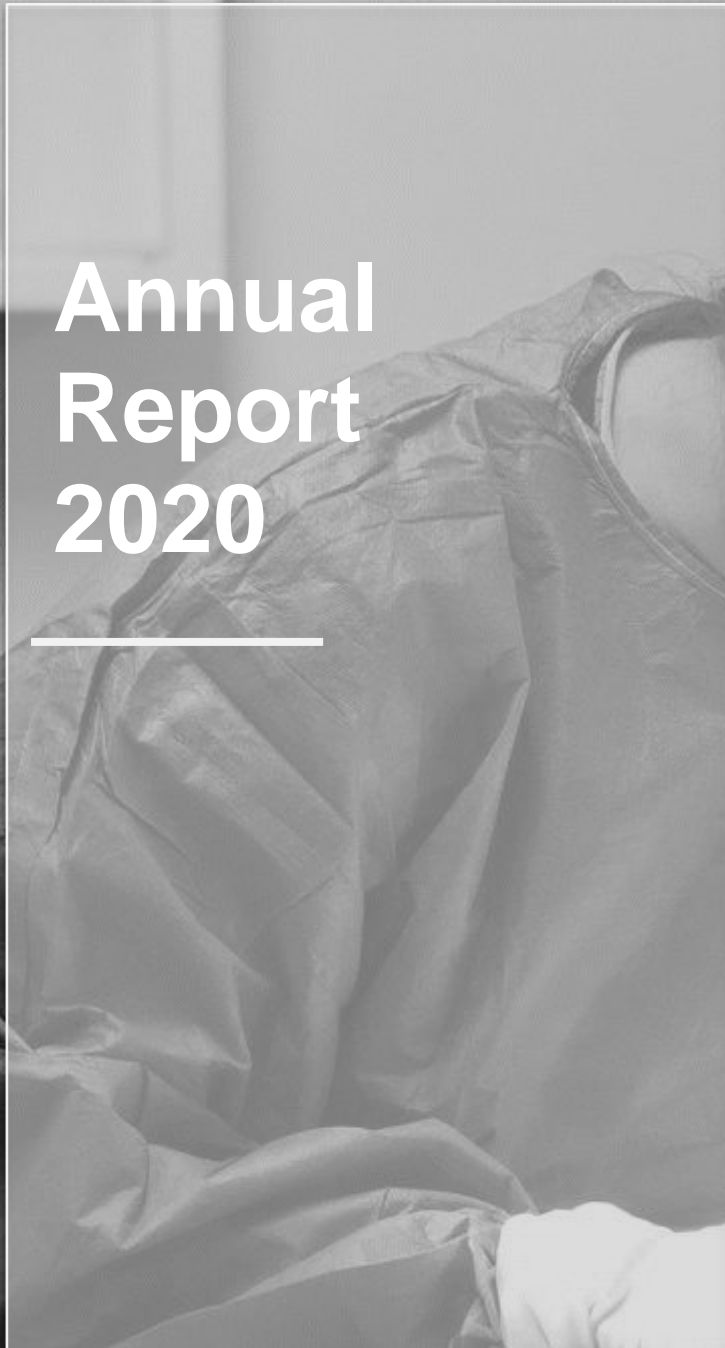


Annual Report 2020



FEBRUARY 24TH 2021

World Vasectomy Day



EXECUTIVE SUMMARY

WORLD VASECTOMY DAY IN THE TIME OF CORONAVIRUS

In 2020, amid the worst public health crisis of our lives, the WVD movement - one grounded in positive masculinity and male engagement in family planning - never felt more urgent nor more vibrant. We worked tirelessly with our diverse global team and once again embraced innovation, adaptability and collective effort to produce a range of activities that generated active and energized participation.

Like much of the world, by mid March, our carefully laid out 2020 plan required massive revision. Originally, we had intended to a) bring the 2020 headquarters to New York City, and b) to continue deepening our ties in Latin America. Towards that end, WVD's executive director, Jonathan Stack, initiated the year's activities with an early March trip to Quito, Ecuador. Traveling with WVD advisors, Dr. Michel Labrecque (Canada), Dr. Esgar Guarin (US and Colombia) and Dra. Eloisa Gonzalez (Mexico), we partnered with Ecuador's leading family planning institution, CEMOPLAF, to organize a 2020 International Women's Day celebration. During our six days, we supported 125 vasectomies, trained four doctors, and had meetings with leaders in family planning at Planned Parenthood Global, the Ministry of Health and UNFPA. [Here](#) is the report of our activities.

Stack had arranged Ministerial level meetings in Colombia, Brazil and Peru, but during his first stop-over in Cusco, the Pandemic surged, the Peruvian borders were immediately closed, and transportation out of Cusco was impossible. For the following 4 months, he remained in Peru and all WVD activities were put on hold. In a late August zoom meeting with the WVD board, the decision was made to adapt and adjust, but not to cancel or postpone. Our conclusion was that vasectomy, as is the case with other sexual and reproductive health programs, comprises essential services that needed to be maintained during the Pandemic; in addition, given the reported global rise in domestic violence, our organization's stance against toxic masculinity was particularly relevant.

We immediately reconvened our team and from September through to our November 13-20, we designed a program that would combine both virtual and in-person activities.

The response was extraordinary and despite the constraints imposed by the Pandemic-- including nations closing down entire programs--nearly 1,000 participating doctors in over 25 countries performed over 12,000 vasectomies as part of the event.

Equally important, dozens of vasectomy programs that had been dormant since March leveraged WVD as a springboard to re-launch, and they have continued to remain open.

Although overall numbers for the year dipped, the vasectomy programs that did stay open have reported increases. Anecdotally, many doctors shared stories of men declaring that 8 months of being home with their children all day long, in these economically uncertain times, was all the motivation they needed to make the decision to get a vasectomy.

Of course, we were unable to execute all aspects of our original plan: including our signature public tentpole event as was the case in each of the previous 7 years, or launch our proposed pop-up clinics; but rather than focusing on what could not be, we turned adversity into opportunity. In record time, we produced or contributed to 5 virtual events while supporting doctors and vasectomy providers in 31 countries. Once again, we called upon long standing institutional and individual partners in Mexico, Colombia, Haiti, Rwanda and Brazil whose enthusiasm serves as our inspiration. In fact, without a public event in a hosted location, we had more time and resources to deepen ties in new countries including Liberia, Ghana and Sierra Leone.

Although there is much for which we are both grateful and proud, we are equally saddened by the loss of life of several of our participating providers and the many more who have suffered. We are grateful to them and each and every one of you.

SUMMARY

Taking advantage of the flexibility inherent in virtual space, we expanded from a single day event to a week-long celebration while adding new activities geared toward providers and health care specialists. Overall, despite the Pandemic, we were able to inspire greater and more diverse participation than previous years. Just as important, the lessons learned in 2020 will serve us well going forward.

There were aspects of the project that were either cancelled or delayed, but the concept and purpose of WVD and our commitment to create and encourage sustainable and scalable

vasectomy programs that work towards a socially progressive movement grounded in positive masculinity remained unwavering.

In summary, the WVD Project organizes its work around four distinct 'silos' or categories:

1: Institutional alliances

2: Demand generation and public education campaigns

3: Training and support for individual vasectomy providers and provider organizations

4: Public events and celebrations

SILO 1: INSTITUTIONAL ALLIANCES

WVD collaborates with institutions to increase our impact. These partnering institutions include organizations that work within the public sector, academia, private practices, non-profit public health groups, national and international NGOs and, Ministries of Health (MoH). Certainly, impacting public policy and government engagement creates the most propitious conditions for a sustainable and scalable program and is, as such, a priority.

Once again, in 2020, we shared content, offered virtual training sessions and capacity building programs to promote professionally recognized standards and increase demand. Regardless of the level of engagement, WVD serves as a 'cheerleader' to encourage our partnering institutions to make male engagement in sexual and reproductive health a greater priority.

In 2020 public health efforts worldwide were dominated by the response to Covid which, in many instances, had closed down FP programs for the year. Mexico took a different approach and to our delight their MOH chose WVD 2021 to re-launch their commitment to family planning. Once opened, the backlog that had built up March through November, resulted in numbers almost equal to 2019.

**In MSI Bolivia
over 500 men
scheduled 800+
appointments,
during the WVD
week, they
performed 261
which, compared
to the 19 cases
they had done
during all of 2019**



Although participation of MSI, IPPF, IPPF WHR and DKT national programs varies from country to country, we deepened our collaboration with several local partners, including extraordinary results with MSI Bolivia. Using several Tik-Toks that went viral ([click on image](#)) We're confident that as the vaccine is more widely dispersed and FP programs are recategorized as a public health priority, vasectomy numbers will increase. As we establish ties with allies around the world, we are finding more and more local NGOs in underserved countries who are interested in partnering. Our broad

message - 'celebrating responsible men' and 'acts of love in service of a better future' casts a wide net. The energy and enthusiasm of smaller grassroots organizations has proven invaluable in anchoring our work in places we don't have resources to support directly. Expanded relationships in 2020 included Wings in Guatemala, WISPIVAS in Kenya, Population Center of Philippines, DKT in Liberia and Sierra Leone, Amergerwa in Rwanda and Reach a Hand in Uganda.

In the coming years, as we grow to include issues such as women's rights, gender equity and environmental activism, our partner base will continue growing. These issue-oriented organizations will likely play a crucial role in the future.

SILO 2: DEMAND GENERATION AND PUBLIC EDUCATION CAMPAIGNS

Working with both local and international filmmakers, coders, animators, graphic designers and media activists, every year we produce new films, animations, memes, infographics and blog entries. To get our content seen and 'used', we collaborate with 'influencers', and public health advocates to build demand and increase public awareness. In doing so, we don't just produce needed content for WVD, but we support and impact a country's community of storytellers. Our principle of 'collective creativity' has proven highly effective as we lay out the foundation for future campaigns.

In 2020, despite the inability for in person production, we managed to continue creating new content. Be it testimonials, interviews, our [annual video](#) or [new animations](#), our content continues to receive general praise and approval. Our animations are being translated into new

languages, and work from previous years, such as our Kreyol language content is constantly being re-versioned for new campaigns.

While we were not able to develop new V/R tools, nor to use the ones we've already produced to full use, we did manage to distribute headsets to our partners in the US and Mexico. In 2021, we hope to begin deepening our work in new communication technologies such as AI, V/R and Augmented Reality. These tools help increase acceptance and awareness in previously resistant communities and cultures. Among the plans are the creation of a 'chat' option on the website that will provide answers to FAQs in several languages and new V/R to help people witness/experience a vasectomy from an acceptor's perspective.

Over the years we have supported direct campaigns during road trips in our host countries. These multi-city tours have an exponential impact by generating in-person dialogue and debate. Unfortunately, although we supported the purchase of a 24-foot trailer and its conversion into a mobile clinic (done with WVD advisory board member, Dr. Esgar Guarin), we were not able to complete our 2020 annual road trip as planned. The anticipated road trip through Iowa was meant to include meetings with leaders in family planning services in the state's largest 8 cities. Once launched, it will be the first US based mobile vasectomy clinic ever.



First US based mobile vasectomy clinic. [See more photos](#)

In 2020, we took advantage of a \$10,000 a month Google Ads for Nonprofits grants. Google ads are considered the most powerful tool for building demand in most parts of the world. That said, getting



them to achieve their maximum potential requires gathering data through Google Analytics, including determining key words and phrases. To maintain the ‘grant’ indefinitely, your ads have to have a

clickthrough rate (CTR) response of at least 4%. We were pleased that in the first wave of ads our click-through was almost double that. In 2021, we’ll begin using the ads in Mexico, Bolivia and Brazil.

SILO 3: SUPPORT FOR VASECTOMY PROVIDERS AND PROVIDER ORGANIZATIONS

Recognizing that a vasectomy program will only succeed to the extent that men inspired to get a vasectomy have access to high quality and affordable procedures done by skilled providers, we continue to organize webinars, seminars and live-streamed vasectomies to train next generation providers and support existing ones. Given the sensitive, and highly personal nature of a vasectomy, the quality of the service offered is a critical determinant in the long-term success of a vasectomy program. Men and their partners who have a positive experience make the most convincing advocates. It is common knowledge while it takes hundreds of satisfied ‘customers’ to launch a new vasectomy program, it takes just a failure or two to undermine its broad appeal.

To address this challenge, **in 2020, we organized more training programs via Zoom than ever, and engaged with our participating providers in over 30 countries.** In some locations, with vasectomy services suspended out of concern for COVID-19, numbers dropped almost 100%. In other places, such as in Brazil and Bolivia, numbers exceeded expectations. Once again, the key to our success is finding highly motivated partners, be they individual practitioners or institutions, and supporting them in any and all ways possible.

While the heart of the work are individual providers whose passion is undeniable, we remain equally committed to supporting organizations and institutions such as MSI, IPPF, IPPF WHR and DKT who are already doing vasectomies, but whose numbers improve greatly with our interventions. These alliances are crucial to maintain programs throughout the year and assure sustainable programs.

SILO 4: WVD EVENTS

From a once a year, single day event when we launched in 2013 to today's year-round programs, WVD has grown into the largest male focused family planning program ever. Certainly, in 2020, many of our anticipated projects were curtailed, but it is worth mentioning that in the beginning of March, before chaos hit, we held a week-long training and service provision workshop in Ecuador with CEMOPLAF. In 2021, we expect to expand on these efforts.

In general, WVD organizes mini-events, training programs and webinars that all lead up to the World Vasectomy Day global celebration held every November.

Now a week-long celebration, WVD annual event includes an International Symposium for sexual and reproductive health organizations and FP leaders, a Summit that is geared towards our participating providers and next generation physicians, a month-long vasectomy-athon and the actual all day WVD interactive media experience highlighted by hundreds of conversations and exchanges with doctors, clients, families, activists and family planning leaders from nearly every time zone.

In media terms, WVD is considered a 'tent pole event' whose purpose is to attract maximum audience and media attention, while generating energy needed to transform our audience into 'activists'

When it works well, we see how an investment from a single year continues to bear fruit over time. Examples include Mexico, where numbers have grown steadily since we first collaborated in 2015, despite no significant investment in demand generation. The same, to a lesser extent, has occurred in Haiti, Australia and Colombia. The difference in scale and why numbers in Mexico are so compelling, is because the nation's entire Ministry of Health bought into the program and have invested their own resources.

2020 HIGHLIGHTS

WVD PRESS LAUNCH

As part of our commitment to both build demand and educate the public, we continue to produce live-streamed vasectomies for media and next generation providers. On Friday, November 13th, we held a bilingual press conference to kick off this year's celebration, including a presentation and two vasectomies streamed live by Dr. Doug Stein, co-founder of World Vasectomy Day and the inspiration behind our movement. In addition, we introduced a next generation vasectomist, Dr. Sarah Miller who did one procedure. Based in Boston, Sarah has just

launched her own clinic, Northeast Vasectomy and Family Planning and we wanted to support her effort with press and Google Ads. This press event is now part of our yearly calendar and is pencilled in for the Friday before each year's weekly event. In 2021 the date is set for Friday, November 12th.

The following were the live feeds from the press conference:

A. **Vasectomy with Partner Present:** <https://youtu.be/vZdKMHJQcy8>

B. **Vasectomies with Doug Stein and Sarah Miller:** <https://youtu.be/rNUWN9R8myc>

WVD VASECTOMY PROVIDER SUMMIT

On November 13th, 2021, we launched the first ever **WVD Vasectomy Provider Summit with 100+ participating members from 20 countries**. The half day (4 hour) Summit included 8 different presentations by our most experienced members and a variety of Q&A sessions. Topics included during the day were Infection during COVID-19, Pain management, and Cost Cutting Strategies in Low Resource countries.

The event was so successful that we've committed to making it an official part of the annual event going forward. In addition, we're excited to announce that as of 2021, the Summit will be presented in conjunction with Université Laval in Quebec who will be offering CME credits for interested professionals.

WVD 2020 Summit 1 - Dr. Nick Demediuk talks about managing infection

<https://www.youtube.com/watch?v=BRQ66llLcCE&t=26s>

WVD 2020 Summit 2 - Dr. Sijo Parekattil talk about Managing Post Vasectomy Pain Syndrome Cases

<https://youtu.be/RyBXFF2aPQ4>

WVD 2020 Summit 3 - Dr. Charles Ochien on Cost-Cutting Strategies for Vasectomy Services in Low Resource

<https://youtu.be/YEUdfow6MBs>

WVD 2020 Summit 4 - Dr. Eloisa González talks about NSV Training During COVID Time

https://youtu.be/BR_feJa8C1Q

WVD 2020 Summit 5 - Dr. Dhammika Perrera talks about Setting Standards for Vasectomy

<https://youtu.be/2je2G6pPudo>

WVD 2020 Summit 6 - Open conversation between Dr. Doug Stein and Dr. Ronald S. Weiss

<https://youtu.be/8hKGQPAD1KQ>

WVD 2020 Summit 7 - WVD Directory and Academy

<https://youtu.be/nDkjQA-pOHQ>

More Info: https://www.worldvasectomyday.org/annual_summit/

WVD SYMPOSIUM

WVD has long recognized that sustainable and scalable vasectomy programs require strategic alliances with national and international institutions and MoHs. To address the concerns and needs of these partners, and include them directly in our event, on Wednesday, November 18, we hosted our **3rd annual WVD Symposium** with interventions from leaders in sexual and reproductive health **from 10 countries and audience members from 23 more**. Speakers included professor and author, Paul Ehrlich, CEO of DKT, Chris Purdy, Director of Profamilia in Colombia, Marta Royo, and Director of Family Planning for Mexico, Actuaría Yolanda Varela. We discussed Gender Equity and Domestic violence, population's impact on COVID-19, and offered a mini-intensive course on vasectomy with live procedures performed by experts from Canada and Brazil.

During both the Symposium and the Summit, we gave out awards to doctors, promoters, innovators and to men who chose a procedure. These awards affirm the strength and conviction of our community, while recognizing the outstanding men and women who make our work possible.

Opening 3rd Symposium - Empowerment male by Marta Royo

<https://youtu.be/WyyGfYm2jMw>

WVD Symposium 1- Population and the Planet with Paul Ehrlich

<https://youtu.be/m1zYxjWsyHs>

WVD symposium 2- Acknowledge of Frontline Workers by Yolanda Varela

<https://youtu.be/Ru8DhZH3SQo>

WVD 2020 Symposium 3- Chris Purdy from DKT International

<https://youtu.be/JP3DfDCTWGo>

WVD 2020 Symposium 4 -Learning About Vasectomy

<https://youtu.be/Jj92BSXfrBE>

WVD 2020 Symposium 5- Working in Liberia

<https://youtu.be/sjSb0kosvfA>

WVD GLOBAL CELEBRATION



For the actual WVD global celebration, held on November 20th, we chose intimacy and interaction over public performance. From 5:00 p.m. Thursday, the 19th until 5:00 p.m. Friday, the 20th, we launched a **24-hour nonstop WVD Zoom conversation**. There were over 200 participants from over 15

countries who contributed to a myriad of family planning related topics. The conversations were exciting and spontaneous with doctors in Brazil and the US speaking with men getting a vasectomy in Liberia, the heads of organizations conversing with men and women about gender equity, and a long list of specialists, family planning activists and academics generously sharing their personal experience in the field.

WVD MONTH LONG VASECTOMY-ATHON

As we expand our program, adapt to the schedules of our partners and address their particular requirements and needs, WVD's vasectomy-athon has expanded from a single day to a week and, going forward, to the entire month of November. This results in a greater 'return on investment' of effort and resources.

This year we lowered our expectation of total numbers to 10,000 procedures as entire countries, including India and Bangladesh, that had been active partners in previous years, closed down entirely. Participation was also halted or severely limited in the UK and US. On the other hand, we had some unexpected and appreciated success in Mexico, Guatemala and Bolivia. In Colombia, the numbers, although less than the 1,803 reported in 2019 when we were headquartered there, still were triple what we had expected. In addition, our Colombian partners, Profamilia and Society of Urologists, invited WVD to participate in a half-day symposium during the week on the efficacy of vasectomy.

In Mexico, numbers were lower than previous years, but the Health Center continued their extraordinary work. We helped produce a video montage, a new animation and additional promotional materials, as well as participating with DKT on a number of radio spots. We were invited guests for their zoom retreat as well. In Bolivia, we found a new partner with MSI Bolivia who produced the most successful media pieces ever. There were 4 million views of content related to family planning and vasectomy and over 800 men have since signed up to get a

procedure, far exceeding their capacity. Nevertheless, 261 procedures were performed and more were scheduled to meet the demand in the coming weeks and months. In Brazil, we had greater success than ever and more participation from our key partner, Dr. Joao Batista. He wrangled an additional dozen providers whose numbers are still being fully calculated.

Ecuador's CEMOPLAF reported that after our event concluded in March, and despite COVID-19, men continued coming in for a vasectomy at a rate of 1 or 2 per day. Keeping in mind that men there pay \$200 per procedure, the head of the organization, Licenciada Teresa Ortiz, proclaimed money generated from the vasectomies were an important part of the income stream that kept their clinic functioning in 2020.

In general, although we do our best to create tools that make reporting the numbers relatively simple, we need to do a better job of inspiring the effort of individual providers to actually fill out the forms in the coming years.

While Latin American and Western Hemisphere countries are where we have had the most success, and where we will continue to focus much attention, we remain committed to developing programs throughout the world. This year, on November 21, we supported an advocacy meeting with partners in Rwanda. Many of that nation's most committed family planning leaders, including a core group of medical students with whom we had worked in 2018, worked tirelessly to activate a viable vasectomy program. While demand generation was not a priority, we helped inspire 10 vasectomies that were supervised with technical guidance provided live by zoom with our lead trainer, Dr. Michel Labrecque.

CONTENT CREATION AND DEMAND GENERATION

In 2020, we continued our tradition of producing high quality and innovative content, including a new animation video, in English and Spanish, that explains the basics of vasectomy. We are strong advocates for animation as these pieces can be easily translated to other languages when requested.

We also produced 22 different videos, including testimonials, and of course the annual WVD 2020 video. WVD has always been proud to integrate artists' expression and sensibility into our outreach campaigns.



This year, we collaborated with renowned poet, Kristin Prevallet to produce a [visual poem](#) that highlights the kindness and compassion of the men and women who choose to participate in WVD. Also, in 2020, we organized the **‘WVD Interactive media library’** which will facilitate access to and the use of our content going forward.

While many of the US based activities were put on hold, In December, we organized the first ever US based mobile vasectomy clinic with WVD medical advisory board member, Dr. Esgar Guarin.

These innovations, our spirit and the team that makes it all happen, is why WVD remains the largest male focused family planning event ever and a leading innovator in public health campaigns. WVD 2020 was a testing ground for our organization’s strength and we believe we came through with flying colors. We are extremely excited about what comes next.

THE TEAM

The World Vasectomy Team is composed of inspired men and women the world over. Each year we work in a different country, we find talent eager to join in. Over the years, people have started out as assistants and have risen to become managers and directors. This year we had representatives in North America, Central America, Africa, West Africa, Asia and South America.

SUCCESS BY THE NUMBERS

Country	Estimates 2020	Completed 2020	Differential	Estimated CYPs per Country	Completed CYPs Per Country	Differential CYP
Australia	250	412	162	2500	4120	1620
Argentina	25	23	-2	250	230	-20
Bolivia	25	251	226	250	2510	2260
Brazil	250	211	-39	2500	2110	-390
Canada	750	933	183	7500	9330	1830
Chile	15	35	20	150	350	200
Colombia	500	1508	1008	5000	15,080	10080
Costa Rica	10	0	-10	100	0	-100
Ecuador	50	71	21	500	710	210
Ethiopia	5	0	-5	50	0	-50
Germany	10	11	1	100	110	10
Ghana	2	0	-2	20	0	-20
Guatemala	100	49	-51	1000	490	-510
Haiti (Cap Haitian)	40	97	57	400	970	570
India	1000	129	-871	10000	1290	-8710
Indonesia	10	12	2	100	120	20
Ireland	50	24	-26	500	240	-260
Israel	10	0	-10	100	0	-100
Kenya	5	4	-1	50	40	-10
Mexico	5000	7284	2284	50000	72840	22840
New Zealand	20	23	3	200	230	30
Panama	5	3	-2	50	30	-20
Papua New Guinea	5	11	6	50	110	60
Peru	25	19	-6	250	190	-60
Philippines	50	83	33	500	830	330

Country	Estimates 2020	Completed 2020	Differential	Estimated CYPs per Country	Completed CYPs Per Country	Differential CYP
Poland	10	8	-2	100	80	-20
Rwanda	10	12	2	100	120	20
Scotland	10	70	60	100	700	600
South Africa	10	0	-10	100	0	-100
Spain	10	37	27	100	370	270
Thailand	10	0	-10	100	0	-100
Turkey	10	0	-10	100	0	-100
Uganda	10	10	0	100	100	0
UK	200	213	13	2000	2130	130
United States	1500	1374	-126	15000	13740	-1260
Venezuela	20	0	-20	200	0	-200
Totals	10,012	12,917	+2,905	100,120	129,170	+29,050

WVD SHORTCOMINGS

Motivated by its desire to create maximum impact, WVD set extremely ambitious goals, which sometimes are not achieved. This year COVID-19 made that even more challenging:

1. 10,000 Vasectomies	Officially, we reached almost 13,000
2. 1,000 Participating providers	We calculated over 950 doctors who participated
3. Activities in 30 countries worldwide	At least one activity in 32 countries
4. 75 Million online impressions	We did not produce a final on-line report
5. 100,000 CYPs	We achieved over 129,000 CYPs
6. Produce or inspire five short videos	We achieved over 25
7. Complete WVD annual video	Finished (Link)
8. Raise awareness of human-eco connection	Produced special lecture with Professor Paul Ehrlich (Link)

9. Animation	<p>Completed 5 new animations</p> <ul style="list-style-type: none"> A. COMMON QUESTIONS Does the vasectomy work right away? B. COMMON QUESTIONS Is a vasectomy painful C. COMMON QUESTIONS Will a vasectomy limit my ability to enjoy sex D. COMMON QUESTIONS When can I resume my sex life E. COMMON QUESTIONS What is a vasectomy
10. Design, develop and implement fee-based doctor directory (free to men of course)	We designed and developed the directory, but are only now ready to actually produce the directory. Ready by end of March.
11. Launch WVD Academy concept	Working on the final draft and developing a pilot program.
12. Inaugurate WVD mobile clinic in Iowa.	Ready to launch in March.

INITIAL WVD PLAN 2021

Challenged by COVID-19, yet confident that 2020 could serve as a springboard for our future, we took time during the event and the following two months to leverage our forward momentum and, indeed, 2021 has started off with a bang.

THE AGENDA

1. Administration

We are overhauling our organizational structure. New systems are being put into place to manage our work, and new projects and plans are already being designed and executed. These include more integrated media platforms, streamlined project management, payroll and bookkeeping, and management structure.

2. Website

We are in the process of redesigning the entire website to accommodate new activities and facilitate more in-house management. As we have begun proposing and promoting new and exciting interactive elements, including the Global Vasectomy Provider Directory, the interactive media library, and an AI Chat option, we realize we may need a more robust platform. This work, although time consuming and resource intensive, is critical for our anticipated success.

3. WVD 2021 Dates:

WVD Press Launch	Friday, November 12th
WVD Vasectomy Provider Summit	Saturday, November 13th
WVD Symposium	Wednesday, November 17th
WVD 24-Hour Global Celebration	Thursday and Friday, November 18-19th
WVD Vasectomy-Athon	November 1 - November 30th

4. Nature of the event

We are committing to a virtual event once again, not only because the status of travel and public events remains unclear, but because we believe that there is a great advantage to producing global events in a virtual space. Lessons learned in 2020 will prove highly valuable going forward.

5. ICFP

The ICFP Conference, originally scheduled for February of 2021, has been an anchoring event in the past with our presence strongly felt in 2016 in Indonesia and again in 2018 in Rwanda. This year the event, set in Thailand, has been postponed to November 14-17th, causing it to overlap with WVD events. The extent of our ICFP participation will be determined by the extent to which local partners, the government of Thailand, and the ICFP organizers will be able to support our presence. We are already in conversation with one of the event's four hosts, the PDA (Population and Development Association of Thailand).

6. The WVD Academy

Starting in 2021, we are initiating the WVD Academy. At present, there is not a single place a medical specialist can go to receive formal training in vasectomy provision, vasectomy program development, demand generation and ongoing support. The end goal is to make the Academy the place where technical standards are set and new providers are trained in the latest techniques to assure a standard quality the world over, as well as an incubator for institutions wishing to launch their own programs.

There will be a cost to users to participate in the Academy – be it for individuals who operate private clinics or for institutions such as an MoH eager to train a cadre of providers and build or scale up a vasectomy program. A fee structure will be developed this year.

Referred to previously as the 'Center of Excellence,' the Academy will offer a combination of online courses and hands-on in person intensives. The material offered through the Academy training will range from medical training for new providers to working with family planning communications specialists to develop tailored demand generation campaigns. We are currently

working with Université Laval to develop special models and interactive technologies for virtual learning.

The Academy, in addition to establishing best practices for training individual providers, creating educational materials for the public, and addressing the business side of running a clinic or a program, will continue developing tools and content directed toward larger FP institutions around the world committed to building or scaling up vasectomy programs.

7. WVD Accredited Lecture Series

In 2021, we are partnering with Université Laval in Quebec to launch a quarterly lecture series geared towards vasectomy providers, physicians and medical staff. The lectures will be presented by experts in the field and each is being offered as an CME accredited program with a single credit per hour, with a total of 6 credits available for the year. While credits are required for maintaining a medical license in several countries, including the US, Canada, UK and Australia, throughout the world, physicians appreciate certificates of expertise and we expect robust participation.

Lecture dates have been chosen: March 20, June 19, September 18 and the annual Summit (3 hours), November 13th.

8. Online Vasectomy Course

As part of our effort to systematize our work and to generate income, we are producing our first full online course that will include multiple modules that cover all aspects of vasectomy from counseling to procedural instruction, to managing post vasectomy pain, to building demand and to launching your own clinic.

9. Counseling Videos

Counseling is required throughout the world, but is something not formally taught. We are going to produce a series of counseling videos with actors playing the part of men and women and our most experienced providers answering questions and guiding the conversation. They will be produced in English, French and Spanish.

10. Doctor Directory

Financial self-sustainability is critical to WVD's long term growth. To that end, we are creating the WVD Provider Directory with lists of doctors throughout the world. In the US and Canada, we will launch a paid subscriber format with a fee scale determined by the number of clients our service is able to generate. Money raised through the directory will help subsidize programs around the world. An online model like this already exists with www.vasectomy.com and

although they offer no publicity or marketing expertise, they are currently charging between \$200 and \$400 monthly. We will be offering tools for marketing and a pricing tier that includes our Google Ads program. Keeping in mind that the average vasectomy in the US is approximately \$750, it takes only one added procedure per month to make the investment worthy.

The main purpose of the directory is to:

- A. Help prospective clients find a provider in their areas.
- B. Listen to testimonials from men who have gotten their vasectomy. Over time these testimonials will be geo-tagged and we are working on an App that would be something like Tinder for Vasectomy so that men can find other men who have had a procedure with whom to talk.
- C. Provide basic questions and answers, but also better prepare the client to find the right provider for him and his family

Our goal is that by November, 2021, we have between 25-50 monthly subscribers and with that sufficient income to cover 50% of our monthly overhead.

11. International Women's Day

In 2020, we held our first Womens' Day event in Ecuador. This year on March 6th we are launching our second annual event, with a commitment to work with 10 women vasectomy providers, an hour long panel discussion on the role of women in male focused family planning programs and a 2- hour 'talk-athon'. We have two additional goals beyond recognizing and appreciating the women who work to promote and provide vasectomies: 1) invite providers from 10 countries to do 500 vasectomies in celebration, and 2) sign up with us to do a vasectomy drive to inspire 1,000 men in 20 countries to get vasectomies in time for Mother's Day this year.

12. Iowa Road trip

Working with advisory board member and WVD provider, Dr. Esgar Guarin, we are launching the first ever dedicated vasectomy mobile unit. This 24-foot 'smart' trailer has one fully equipped procedural room, one administrative space for counseling and hi-speed internet. Travel dates are to be determined.

To build awareness and create a network of allies, during this trip we will engage in the following activities:

- A. Create a virtual vasectomy clinic where men and women get to experience a vasectomy on an operating table via virtual reality goggles
- B. Document the journey on social media, including interviews with vasectomy champions (men who have had a vasectomy), political figures, local and national influencers and vasectomy providers

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- C. Public educational programs at public spaces
 - D. Press conferences or events in each town
 - E. Street happenings such as live-streamed vasectomies.
 - F. Organize outdoor film screenings

IN SUMMARY, WORLD VASECTOMY DAY CONTINUES TO BE:

1. An ongoing social media communications project that unites men, vasectomy providers, health care stakeholders, principal donors, and ministries of health and public planning in a mission to increase men's participation in family planning, practical information for both men and women, and solutions to common health provider challenges. The Vasectomy Google Group shares posts almost daily. During these exchanges, topics range from ethical questions (what is the minimum age of clients) and technical questions on specific cases.
2. 24-hour celebration' that connects our rotating global headquarters to vasectomy providers, health care experts and family planning leaders throughout the world.
3. A live-streamed video feed that will be promoted across multiple time zones during which we share live vasectomies, information about access to vasectomy providers, conversations with leaders in family planning, contributions from wives, partners and mothers as well as a range of visual media including documentaries and animations produced throughout the year.
4. A program that educates men and women about a variety of family planning options.
5. A day-long wellness fair during which men can be tested and educated about hypertension, HIV, voluntary male circumcision and general health check-ups. Our contention is that being a responsible family member requires taking care of one's own wellbeing. Although we will not be able to provide this service in 2020 (no public event because of Covid), since 2016, it has been a staple and we hope to continue to do the same in the coming years.
6. A training program for health champions and mobilizers, as well as training courses for vasectomy providers.
7. A project that encourages creative partnerships with local media artists, filmmakers and journalists.
8. A collaboration with the IT community to find tech solutions to public health challenges.
9. A year-round initiative that builds awareness through communication and community by creating strategic alliances with Ministries of Health, Family Planning organizations and conscientious individuals.
10. An ongoing movement that harnesses the best in men to encourage fairer, more respectful and kinder gender relations.
11. The largest male-oriented family planning event in history.

IN MEMORIAM

2020 required the courage and conviction of frontline healthcare workers, who risked and, sadly, lost their lives in service of their communities. The following are a list of WVD participating providers whom we remember and honor.



27/ago/1964 - 14/feb/2020

La clínica de salud sexual y reproductiva del hombre de Iguala, Guerrero, presenta sus condolencias por el sensible fallecimiento de nuestro vasectomizador

Dr. Dimas Provisor Reyes

Amigos y compañeros de trabajo, lamentamos la irreparable pérdida y elevamos una plegaria por su descanso eterno.



D. E. P.



El módulo de Vasectomía sin Bisturí del Centro de Salud de Orizaba y la Coordinación Estatal de Planificación Familiar presentan sus condolencias por el sensible fallecimiento de nuestro médico vasectomizador.

Dr. Estanislao Castro Flores
14 de julio de 2020

Amigos y compañeros de trabajo elevamos una plegaria en memoria a su dedicación, esfuerzo y trabajo diario. Deseamos pronta resignación y fortaleza a su familia y compañeros de los Centros de Salud Orizaba y Potrerillo.



El módulo de Vasectomía sin Bisturí del Centro de Salud Gastón Melo y la Coordinación Estatal de Planificación Familiar presentan sus condolencias por el sensible fallecimiento de nuestra compañera Lic. en Trabajo Social.

L.T.S. Soledad Bonilla Diaz
24 de mayo de 2020

Amigos y compañeros de trabajo elevamos una plegaria en memoria a su dedicación, esfuerzo y trabajo diario. Deseamos pronta resignación y fortaleza a su familia y compañeros del Centro de Salud Gastón Melo.



EL SERVICIO DE VASECTOMÍA DEL CENTRO DE SALUD DR. MANUEL ESCONTRIA LAMENTA EL SENSIBLE FALLECIMIENTO DE LA LIC. EN ENFERMERIA:

Teresa Santana Quintero
15 de Octubre de 2020

EN MEMORIA A SU GRAN DEDICACIÓN, ESFUERZO Y TRABAJO DÍA A DÍA.

Deseamos pronta resignación a sus familiares y colegas del Centro de Salud Dr. Manuel Escontria

www.worldvasectomyday.org

www.wvd.org

