



# WORLD VASECTOMY DAY

2022

## ANNUAL REPORT





## Final Report

This document summarizes and reviews the principal activities designed and implemented by the World Vasectomy Day 2022 team. In summary, the 10<sup>th</sup> anniversary edition was the most successful ever, with more doctors, more events and more vasectomies achieved than any previous year. The project was carried out with the generous support of Bergstrom, DKT, CIFF and over 100 individual donors as well as the hard work and dedication of a small team of highly motivated individuals.

While our 2022 rotating headquarters returned to Mexico, where support for World Vasectomy Day is unequalled, as always, there were multiple programs taking place in different countries and regions throughout the world.

## WVD 2022 Objectives

### *Objective 1: Online Educational and Capacity Building Programs*

The content for the quarterly webinar series is developed, designed and curated by WVD Medical Advisory board members, **Dr. Michel Labrecque**, **Dr. Doug Stein** and **Dr. Esgar Guarín**. Topics vary greatly from webinar to webinar, but the primary focus, and our consistently best attended events, are the ones that cover technical issues of greatest interest and concern to doctors.

Beginning in 2021, WVD has organized three quarterly lectures per year (the 4<sup>th</sup> quarter coincides with our Summit). The webinars (and the Summit) are presented in association with Laval University in Quebec, Canada and offer a single Continuing Medical Education (CME) credit per hour lecture. This not only allows participating providers to fulfill their professional licensing requirements, but as well, keeps them informed of the latest advances in vasectomy provision and care. This year, 46 doctors signed up for a CME credit. Certificates were issued to each doctor through Laval University.



Topic of Webinar	Date	Facilitators	Attendance	Duration
Women and Vasectomy	March	Dr. Eloisa Gonzalez, <i>Mexico</i> Dr. Laurel Spooner, <i>UK</i> Dr. Sandra Oyarzo, <i>Chile</i> Dra. Sarah Demediuk, <i>Australia</i> Dra. Seema Shah, <i>USA</i> Alison Hoover* <i>USA</i>	117	01h:25m
Fascial Interposition: The Nuts and Bolts	June	Dr. Esgar Guarín, <i>USA/Colombia</i> Dr. Jack Chang, <i>Canada</i> Dr. Neil Pollock, <i>Canada</i> Dr. Michel Dallaire, <i>Canada</i> Dr. Eric Huyghe, <i>France</i> Dr. Vincent Hupertan, <i>France</i> Dr. Douglas Stein* <i>USA</i>	211	02h:15m
Managing Technically Difficult Vasectomies	September	Dr. Juan Pablo Fresco, <i>Argentina</i> Dr. Nicholas Demediuk, <i>Australia</i> Dr. Pablo Pizzi, <i>Chile</i> Dr. Robert Kulik, <i>Poland</i> Dr. Jean Philippe Bercier* <i>Canada</i>	174	01h:38m
Total attendance			502	

\*Participated as moderators of webinar

The attendees range from medical students to new doctors to seasoned providers, including urologists, family practitioners and gynecologists. People who either attended this year's webinars, registered for them and/or watched them afterwards, hailed from 49 different countries. As time zone differences are an inevitable challenge, we have varied the start time from early morning to best accommodate the Western Hemisphere, Africa and Europe to late afternoon to accommodate the Western Hemisphere and Australia/New Zealand and the Pacific.



One thousand two hundred and eight people 1208 registered, 502 attended and there were an additional 978 online viewings. The highest attendance came from Mexico and Uganda. Mexico's numbers reflect support and participation from the Ministry of Health and in Uganda we collaborated with medical students and medical student associations, many of whom watched the webinar as a group from a medical school classroom. During the 3 quarterly events, we had 16 prestigious speakers from 10 different countries, ranging from relatively inexperienced presenters to some of the most seasoned doctors in the world.

### Number of views of webinar recordings

Live attendees	502
Viewed Recording of webinars	978
<b>Viewed Recording vs Attendees</b>	<b>195%</b>


Repeat attendees is very important to us, and we've done a good job of holding our audience over the years, but we're equally committed to attracting new generations of vasectomy providers. Our intention going forward remains the same; work with medical schools and medical student associations, especially in countries with little or no prevalence or acceptance of vasectomy and begin building a core group of informed advocates and potential providers from the ground up. In most countries, doctors are the primary interface with prospective clients so introducing doctors/medical students to vasectomy as a viable family planning option at the beginning of their career should, over time, lead to an increase in vasectomy acceptance.

In order to reinforce knowledge, as well as provide access to the webinars for those who were unable to attend the actual 'live' online event, including registrants (usually only half the registrants attend), all the sessions are recorded and links are provided on our website. Indeed, as noted in the above chart, the number of 'views' is almost double the number of registered participants (978 to 502).




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### WVD Vasectomy Update Webinar Women & Vasectomy



Click on each photo to see bio or webpage

SOCIAL CHALLENGES WOMEN PROVIDERS FACE,  
TECHNICAL ADVICE AND INSIGHTS TO THE ROLE MEN CAN  
PLAY IN FIGHTING FOR WOMEN'S REPRODUCTIVE RIGHTS.

**REGISTER**  Saturday 5  
March 2022  11:00 AM-  
12:00 NOON  
(EST)

## *WOMEN AND VASECTOMY, March 6<sup>th</sup>, 2022*

Commemoration of International Women's Day, celebrating the important and active role of women vasectomy providers and contraceptive organizations.

Watch recording:

<https://youtu.be/rMX2TN0CSp4>

SECOND LECTURE SERIES - 2022

### WVD VASECTOMY UPDATE WEBINAR FASCIAL INTERPOSITION: NUTS AND BOLTS

Speakers



Click on each photo to see bio

**REGISTER**  SATURDAY,  
JUNE 18 2022  10:00 - 11:00 AM  
(EST TIME)

 **REGISTER** Moderated by:  
Dr. Boaz Shatz

FOR FUTURE LECTURES AND OTHER WORLD VASECTOMY DAY ACTIVITIES VISIT  
WWW.WVD.ORG

## *FASCIAL INTERPOSITION: NUTS AND BOLTS, June 18, 2022*

A chance for doctors throughout the world to share their experience using different techniques for performing a vasectomy with fascial interposition.

Watch recording:

<https://youtu.be/cTTqXM2btik>

Q&A session:

<https://youtu.be/ZfR1ca9Sum4>



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## *MANAGING TECHNICALLY DIFFICULT VASECTOMIES, September 24, 2022*

The third webinar covered particularly challenging cases that were workshopped with the 'vasectomy provider community'.

Watch recording:  
<https://youtu.be/b8ZY082Kf34>

## **3rd Annual Provider Summit, November 12<sup>th</sup>**

To support over 1000 participating WVD doctors, we have held a WVD Summit for Vasectomy Providers for the past 3 years. This half day event, as is the case with the webinar series, offers the opportunity to receive CME credits while bringing together some of the leading figures in the field of vasectomy to share knowledge and experience. Participating doctors can receive up to three credits for the Summit (they receive one per hour). An additional Thirty-nine (39) doctors received 3 credits each for participating in the annual Summit.

This year's event was held on Saturday, November 12 and attracted 418 doctors (366 individuals and 52 UK providers who were watching together from an auditorium in London). The program included 10 speakers from 5 countries. The recording was later viewed an additional 166 times.

As well as covering technical issues and offering a general review of the state of vasectomy in the world, each year we like to invite a keynote speaker to explore provocative topics relevant to the field. This year we chose Gabrielle Blair, podcaster and NY Times bestselling author of the highly acclaimed book, **EJACULATE RESPONSIBLY**. Her perspective, men are 100% responsible for all unintended pregnancies, was quite controversial among some of the doctors, but



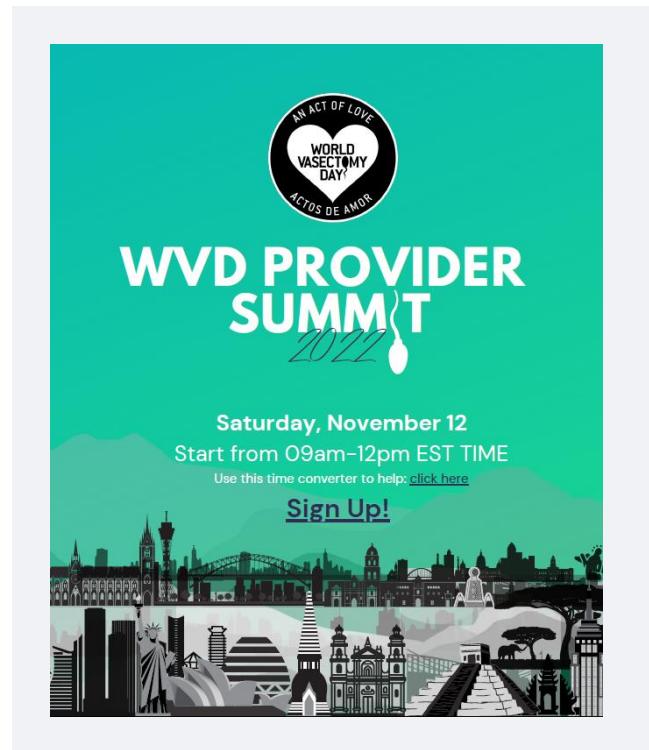
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we believe that the ideas that are explored in Ms. Blair's book serve as a useful tool for encouraging responsible masculinity, especially among younger audiences. In addition, during the Summit, WVD had a direct link with the UK's annual meeting of the Association of Surgeons in Primary Care, an organization that comprises the majority of the country's vasectomy providers. 52 UK doctors participated in our Summit via the internet from an auditorium in London. Their President, Dr. Lim Soon presented the lecture on Occlusion.

Part of the purpose of the Summit (and the reason it kicks off the WVD November programming) is to bring the community of providers together to inspire greater participation and more enthusiasm during the ensuing WVD events. Our objective is to motivate them to do more vasectomies during the month of November.



Date	Attendance	Duration
11 <sup>TH</sup> November 2022	418	03h:45min
Topics	Facilitators	
A Brief History of Vasectomy	Dr. Dominick Shattuck, USA	
Building a Successful Practice	Dr. Doug Stein, USA	
Google Ads and Vasectomy	Dr. John Curington, USA	
Success in Mexico	Dr. Francisco Morales, Mexico	
Tricks of the Trade	Dr. Charles Monteith, USA	
Occlusion: Alternatives strategies	Dr. Lim Soon, UK	
Ejaculate Responsibly	Gabriel Blair, USA/France	
Hands on Training Mexico	Dr. José Antonio Castro, Mexico	
The Directory	Dedra Smith, USA	
WVD Academy	Dr. Michel Labrecque, Canada	
Past, Present and Future of WVD	Jonathan Stack	



To that end, as well each year we offer awards to the most committed and conscientious members of our community. In 2022, this included a lifetime achievement award to Dr. Charles Wilson from Seattle, Washington, a Doctor of the Year award to Dr. Francisco Morales from Guadalajara, Mexico and the Elliot Smith Award for an Emerging Vasectomy Program to *Women for Conservation*, a Colombia based organization that found 50 men to get a vasectomy as part of their commitment to protect their fragile rainforest. [View Summit Recording](#)

Registered Countries	Mexico	Uganda	United States	Zambia	Bolivia	United Kingdom	Canada	Australia	France	Peru
	114	90	51	34	27	26	18	7	7	4
	Colombia	Argentina	India	Chile	Philippines	Germany	Guatemala	Kenya	D. Republic	Ireland
	4	4	4	3	3	3	3	3	2	2
	Ethiopia	Ecuador	Malaysia	Venezuela	Poland	Nepal	Rwanda	Spain	Countries: 28	
	2	1	1	1	1	1	1	1	Participants: 418	

Summit Registration Summary

## *Objective 2: Fifth Annual WVD Symposium: Hybrid In-Person and Online Event*

While the Summit, and the webinars offer technical support for our participating doctors, the Symposium tackles broader topics on male engagement in family planning. The audience for this once-a-year half day event are service delivery institutions, including Ministries of Health, family planning NGOs, and reproductive health advocates and academics.

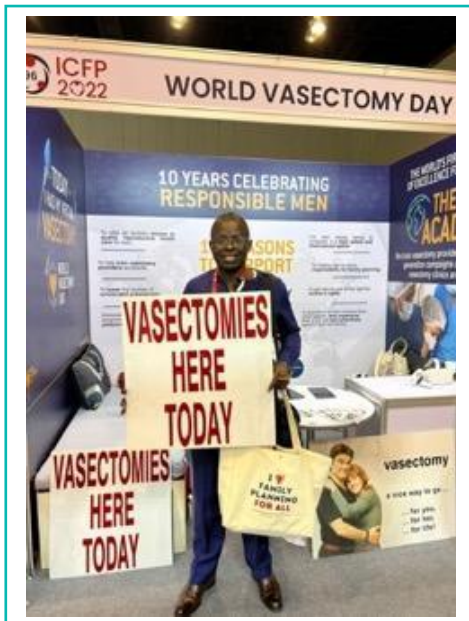
In 2022, in collaboration with Mexico's *Secretaría de Salud* (Ministry of Health), WVD presented, "*Advances and Perspectives in the Provision of No-Scalpel Vasectomy Services*". The 5<sup>th</sup> annual event was organized with the State of Mexico and the Ministry of Health of Mexico City. The target audience was doctors, nurses, health promoters, administrators and health authorities of the Mexican Ministry of Health. Participants included leaders from the various public health institutions including ISSSTE, IMMS and PEMEX who shared their experiences and challenges regarding the provision of vasectomy services in their programs. Almost all were from Mexico, although we had participation from partners in other Latin American countries.



The objective was to create an interactive experience to help explore ways to increase vasectomy acceptance. It was a hybrid event with 400 people who attended in person and an additional 1,200 in attendance via Zoom. With a total of over 1,600 attendees, it was our best attended event ever.

The activity concluded with testimonials from two couples and a 19-year-old, each who had chosen a vasectomy as their 'ultimate' family planning choice. Each person explained the reasons for their decision to get a vasectomy, including the steps they took to overcome any doubts, myths and misconceptions and ultimately their experience accessing the services, including getting their procedure done. Important note, in Mexico, anyone 18 years or older can choose a vasectomy without parental approval.

### *Objective 3: 2022, International Conference on Family Planning: Pitaya, Thailand*



As was the case in Bali in 2016 and again in Rwanda in 2018, WVD had an active and engaged presence at this bi-annual global event (2020 was canceled due to Covid). This year's edition was held in Thailand at a convention center in Pitaya. Overall attendance for ICFP 2022 was somewhat lower than previous years (a combination of Covid and difficulty of securing visas for many countries) but there were still nearly 3000 participants present from over 100 countries and several thousand more on line as well.

This year WVD set up 2 booths. One booth was assigned to our partners at NSVI (No Scalpel Vasectomy International). Led by **Dr. Doug Stein** (co-founder of World Vasectomy Day), the group provided technical information about vasectomy using models and video



demonstrations to over 110 visitors. The other booth focused on creating new partnerships and educating the broad family planning community about our work, including the launch of the WVD Academy. We also shared our Virtual Reality Vasectomy Experience, which gives users a chance to 'experience virtually' what a vasectomy entails. A very popular activity, 118 people had a chance to put on V/R 'goggles'. During the event over 262 people from 18 different countries signed onto our mailing list and we interacted with 37 different FP organizations. And while we did not sign on any new 'donors', we were pleased to have fruitful conversations with our existing funders from CIFF, DKT and Bergstrom.

Once again, WVD was the only FP organization at ICFP exclusively focused on the reproductive needs of men. We took advantage of this unique role to promote greater engagement going forward and to advocate for more resources.

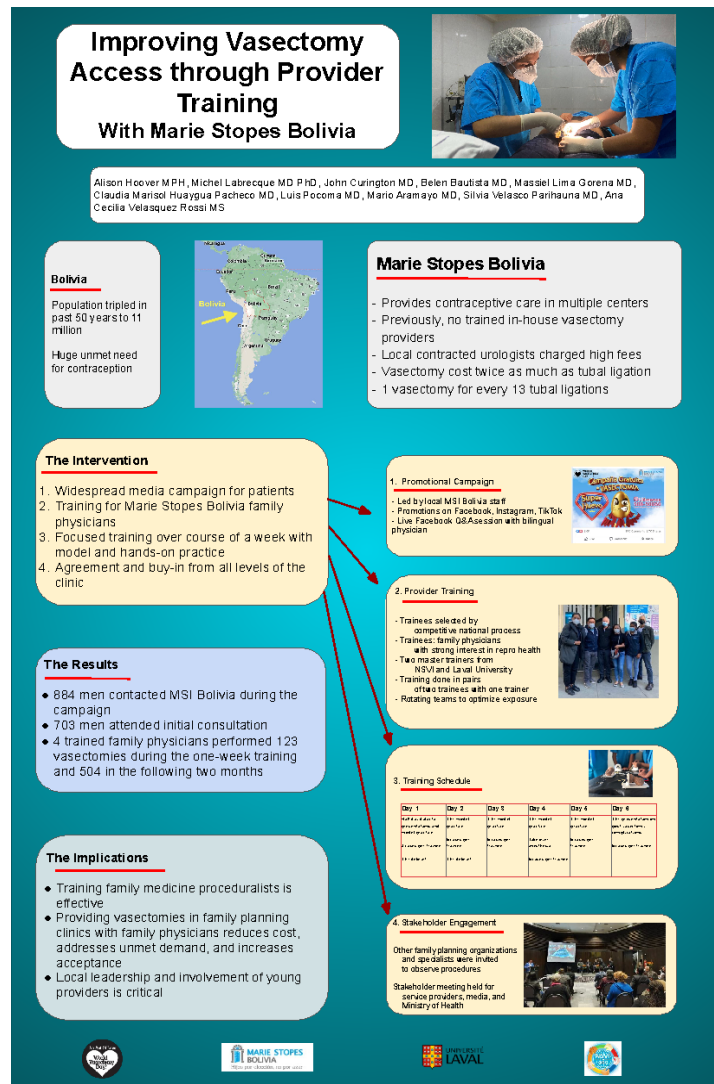




As well as our booths, WVD participated in several ICFP activities. These included a segment for the ICFP LIVE stage presented by **Dr. John Curington** (WVD Medical Advisory board member) and **Alison Hoover** (WVD's Director of Research). **Testicle Festival: FAQs on vasectomies and building successful vasectomy programs**, was shared with over 500 viewers from 31 countries worldwide on [this link](#).

WVD was also invited to participate in a press conference on male engagement in family planning. Speakers included, Dr. Doug Stein, Dr. John Curington, **Dr. Nick Demediuk** (Australia), Executive Director, Jonathan Stack and WVD Africa Program Director, **Sheila Gabeya**. Unfortunately, it was the last press event of the conference and was poorly attended. Apparently, many other organizations also complained about the relatively small media presence at the event.

Although we were not chosen to be on any academic panel, WVD, along with Marie Stopes Bolivia, presented a poster called '*Provider Training and Demand Generation to Expand Vasectomy Services in Bolivia*'. The poster covered the highly successful 2021 training and promotion campaign during which time 500 men received a vasectomy and four doctors were trained by WVD trainers, **Dr. Michel Labrecque** and **Dr. Curington** and Public Health leader, Alison Hoover.





### *Objective 4: Medical Training and Certification*

In March 2020, we organized an intensive program to train 4 providers at CEMOPLAF, Ecuador's largest provider of family planning services, but in part due to covid, of the four doctors we originally trained, by 2021, only one remained in the program. To address this shortfall, for 2022, we planned on training two additional providers, but unfortunately, due in part to social conflict in the country, we were forced to postpone. Despite this disappointment, in 2022, we completed the following activities:

WVD's Medical Advisor, Dr. Esgar Guarín undertook two missions to Ecuador, one in June and one in December. During the June mission, Dr. Guarín performed 60 vasectomies at two locations in Quito and Ibarra. All services were delivered free of charge. WVD staff members, Silvana Resendy, Yiya Cuberos and Katherin Cordoba also accompanied Dr. Guarín on this trip to begin developing a joint WVD/CEMOPLAF Vasectomy Clinic and program.

During the December mission, Dr. Esgar Guarín performed an additional 97 procedures. The money generated through both of these missions was gifted back to CEMOPLAF as a contribution to their ongoing programs. The principal focus of the work and the location for the vasectomies were underserved indigenous communities. Services were provided at CEMOPLAF medical centers located in the cities of Ibarra, Otavalo in the Andean highlands of the province of Imbabura, in northern Ecuador, Riobamba, Esmeraldas, Quito (2 centers), Salcedo and Latacunga. The procedures were performed free of charge.

### *Objective 5: Launch the prototype for a WVD Clinic with CEMOPLAF in Ecuador*

Since our first visit to Ecuador in 2020, demand for vasectomy grew steadily, but CEMOPLAF continues to struggle to set up a viable mobile practice. Their only doctor, as of 2022, was a Urologist contracted per procedure which raised the cost beyond the means of the average Ecuadorian. Interested in exploring different models for opening vasectomy clinics, in June 2022, the WVD team joined forces with CEMOPLAF to brainstorm potential models. To develop the proposal, the WVD and CEMOPLAF staff met on several occasions in the offices of CEMOPLAF in Quito and visited a number of clinics to collect data about the existing program.

[This is a link to the original proposal](#)



The result of this communication was a commitment to open a prototype Vasectomy Clinic and Program by September of 2022, with an anticipated projection of 523 vasectomies by the end of 2023. Together, WVD and CEMOPLAF produced a three-year plan that would ultimately serve as a model for self-sustainability that could be replicated in other countries in the region.

Unfortunately, between the country's social strife and insufficient funds and lack of human resources to implement the program, we were unable to proceed.

Despite having to delay this project, we believe strongly (as do our partners at CEMOPLAF) in the value of a collaboration that brings together the best of each organization. In 2023, we will continue to explore that option.

### *Objective 6: Inspiring 10,000 Vasectomies in Mexico*

When considering where to bring our headquarters for our 10<sup>th</sup> anniversary celebration, we explored multiple options, but ultimately made the decision to return to Mexico. Over the years, they have created the most fertile conditions for developing a successful vasectomy program with a fruitful partnership between their public, private and non-profit sectors. Given the added media attention we assumed would accompany a 10<sup>th</sup> anniversary celebration, we knew that Mexico would serve as a showcase for other countries in the region and around the world interested in creating their own robust vasectomy programs. Mexico did not disappoint.

Led by the Director of the Centro de Salud, Dr. Karla Berdichevsky and the Director of Family Planning, at the Centro Nacional de Equidad de Género y Salud Reproductiva (CNEGSR), Actuaría, Yolanda Varela, Mexico proved once again to be an extraordinary ally. From our first collaboration in 2016 when 276 doctors performed 2,599 vasectomies as part of WVD's celebration, to 2017, when we achieved 6,477 to 8,311 in 2021 (after a drop in 2020), Mexico clearly earned the right to be our first repeat host.

This year, the offices of the Ministry of Health made a commitment to inspire 10,000 vasectomies. To support the Ministry and continue our commitment to work with partners at DKT Mexico, our team arrived in the country in early July. We remained there, working hand in hand with both organizations until mid-December.



An important note, while in 2017, we benefitted from an alliance between DKT and the MoH, in 2022, politics limited our ability to integrate the partners into a single campaign. The current administration, in an effort to combat corruption, does not permit working with private sector organizations with whom they do business. This includes DKT.

To reach such an ambitious number - 10,000 men during the WVD campaign in November and over 40,000 for the entire year (in the Centro de Salud alone) – dozens of activities were implemented, including the production of multiple high end media assets and a Father's Day campaign launch. Our core message for the 2022 campaign was, *"10,000 Mexican Heroes"*.

To kick off WVD's 10th anniversary celebration, on September 9<sup>th</sup>, we organized a virtual meeting of all the vasectomy service providers in Mexico, including doctors, nurses and administrators. In 2021, for a similar event, we met with 'only' 412



participants. In 2022, over 1,209 people joined the 3-hour Zoom event from all 32 states.

Working with Director Varela and her core team of trainers and activists, we were able to implement dozens of

programs in almost every one of the 32 states.

The activities included:

- Coordination meetings with the Directors of Family Planning from the Ministry of Health of Mexico, with other public health institutions including IMSS, ISSSTE, PEMEX and the Armed Forces. While El Centro remains the largest provider of family planning, getting these other public institutions on board was necessary if we were to achieve the ambitious goals, they had set. Together they form one of the largest public health programs in the world.
- Coordination of activities with the health authorities of the different States of Mexico. Our objective was to inspire at least one activity in every one of the 32 Mexico states.

- We organized a competition among the States to provide media services. Eventually, there were five winners. Eventually we visited all five states where we produced multiple short films to help promote their program and motivate the staff.
- Press conference in the city of Celaya (Guanajuato).
- Virtual Press Conference in Mexico City with more than 10 media houses.
- Support and sponsorship for the 1<sup>st</sup> annual, "Athletic Race for Men's Sexual and Reproductive Health' held in Guanajuato.
- A 'Vasectomy without Borders' event was organized in the city of Reynosa (Tamaulipas) where a doctors in a mobile unit were able to offer vasectomies to men crossing into Mexico from the United States, as well as public communication programs within one of the largest migrants 'camps' south of the border.
- An all-day event at the historic Otomi Ceremonial Center (2 hours outside of Mexico City), where 364 vasectomies were done in a single day by a deployment of the 24 vasectomy doctors working in a mobile hospital. The day's activities also included, a men's health fair, a chance to experience a V/R vasectomy, Covid vaccinations, prostate cancer testing, and general health checkups.
- Filming in 7 of Mexico's 32 states.
- Filming the first vasectomy performed on a Rarámuri (Tarahumara) indigenous man.
- Production of more than 192 videos on a wide range of topics using different styles and messages.



*Vasectomies in the State of Mexico, Otomi Ceremonial Center*



*Objective 7: Produce or inspire events and/or activities in 30 countries as part of WVD's 10th anniversary celebration.*

The challenge of creating a truly global event with enthused and engaged participation in multiple countries, remains a huge, albeit exciting, challenge. That said, despite the limitations of working with a relatively limited budget and a small team, the enthusiasm of WVD continues to inspire innovation and engagement in countries throughout the world.

What started as a single idea on the border of Kenya and Uganda on May 9, 2012, has grown into a movement that involves over 1,200 providers in dozens of countries. In 2022, from the most minimal participation (attending a webinar) to full scale vasectomy service programs (Mexico, Colombia, Bolivia, and Canada), there were activities in 47 countries, more than any previous year. In 2022, we have already counted more than 21,500 procedures, 6,000 more than we had estimated.

We know with more resources and a larger staff we could grow our presence in more countries, but without a doubt, where time and resources are allocated, WVD continues to witness increased acceptance and interest in vasectomy and matters relevant to male reproductive health. We believe this is a reflection both of our own success and a shift in attitudes regarding masculinity.

Much credit goes to our team of regional coordinators. They were a highly motivated and smart group of young men and women from **Uganda, Kenya, Zambia, Brazil, Bolivia, Colombia** and **Mexico**, as well as with new leadership provided by Silvana Resendy Birhuett from Bolivia and Yiya Cuberos from Colombia/USA and together they helped increase our presence in multiple countries.

A full review of the regional coordination program will be laid out as part of Objective 10.

While numbers alone don't reveal the full impact of our work, in 2022 we surpassed 20,000 vasectomies for the first time ever with reporting from 28 countries.



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Country	Estimates 2022	Estimated CYPs per Country	Numbers of vasectomies 2022	Numbers of CYPs Achieved
Australia	200	2,000	1,419	14,190
Argentina	15	150	20	200
Bangladesh	0	0	283	2,830
Bolivia	1,000	10,000	221	2,210
Brazil	200	2,000	17	170
Canada	750	7,500	2,167	21,670
Chile	20	200	13	130
Colombia	1,200	12,000	2,211	22,110
Costa Rica	5	50	2	20
Ecuador	200	2,000	146	1,460
France	0	0	21	210
Germany	10	100	21	210
Ghana	0	0	3	30
Guatemala	200	2,000	82	820
Haiti (Cap Haitian)	75	750	38	380
India	400	4,000	509	5,090
Indonesia	10	100	0	0
Ireland	25	250	372	3,720
Kenya	5	50	261	2,610
Mexico	10,000	100,000	13,793	137,930
Nepal	0	0	63	630
New Zealand	25	250	31	310
Panama	5	50	6	60
Papua New Guinea	5	50	125	1,250
Peru	15	150	79	790
Philippines	65	650	93	930
Poland	10	100	214	2,140
Rwanda	10	100	10	100
South Africa	5	50	0	0
Spain	25	250	24	240
Tanzania	0	0	2	20
Uganda	50	500	14	140
UK	150	1,500	312	3,120
United States	1,200	12,000	1,297	12,970
Venezuela	50	500	26	260
<b>Total</b>	<b>15,930</b>	<b>159,300</b>	<b>23,895</b>	<b>238,950</b>



	<i><b>BUDGET</b></i>	<i><b>AMOUNT OF CYPs</b></i>	<i><b>COST PER CYP</b></i>
<i><b>PROPOSED</b></i>	\$293,898.00	159,300	\$1.84
<i><b>ACTUAL</b></i>	\$295,322.00	238,950	\$1.24

In some places we exceeded estimated numbers such as in **Colombia, Mexico, India, Peru** and **Kenya**. In others, such as **South Africa, Indonesia** and **Brazil**, we are still seeking viable partners. While we did not achieve 100% success in every one of the targeted countries, over all, our numbers surpassed what we had anticipated by over 50%.

As things stand now, countries with incipient vasectomy programs require more attention and resources than WVD currently possesses, but even in the most challenging of circumstances, we are excited to see the seeds of a brighter future taking root. Be it medical students in Uganda, young journalists in Zambia, a doctor in the Congo or public health activists in Brazil, more and more people are seeing the value in addressing the reproductive health needs of men. In the coming years, with proper funding, we are confident we could launch vibrant vasectomy programs wherever we are invited, supported and needed.

Two things we've learned,

1. When the effort is made and sufficient resources are allocated, interest and acceptance for vasectomy grows and
2. When satisfied clients become advocates for the procedure, an initial investment (examples such as in Mexico, Bolivia and Colombia) bears greater fruit over time.

## Summary of the Activities World Wide

**Colombia**, and our partners at Profamilia, continue to impress. In 2022, the largest family planning providers in the country, achieved 2211 during their WVD celebration events (procedures offered with a 10-25% discount). In addition, we found a new Colombia partner in *Women for Conservation*, an organization dedicated to preventing deforestation by empowering local communities. Their reproductive health workshops generated demand for 50 vasectomies for men in



the community. WVD supported *Women for Conservation* with the Elliot Smith Award, which includes a \$2,000 prize to help subsidize emerging vasectomy programs.

In **Mexico**, we set a highly ambitious goal for 2022 of 10,000 procedures which felt daunting when first announced. Nevertheless, by successfully engaging all four major public health institutions (IMMS, ISSSTE, PEMEX and CNEGSR), and building on past successes, we achieved 13,379 from November 12-December 2. Overall, the numbers of vasectomies done by our partners at CNEGSR for 2022 surpassed 45,000 vasectomies for the year (including the Father's Day celebration).

In Mexico's public sector over 65,000 procedures were done during 2022. To give perspective, in 2016 when we started promoting WVD in Mexico, the totals for the year were under 25,000. In addition, the private sector and the NGO have also seen substantial growth. Until 2018, DKT Mexico was not offering any vasectomy services. Now they have a weekly clinic where they provide over 1,000 affordable procedures in 2022. While we don't have the data yet on their impact, we do know that private vasectomy clinics are beginning to open up throughout the country. They are benefitting, we are told, from a steady growth, widely credited to WVD's multi-year campaigns.

In **Guatemala** we continue to work with the family planning organization, Alas, who are also funded by the Bergstrom

Foundation who did 81 vasectomies. In

**Venezuela**, despite the terrible economic and political circumstances people there are facing, our partnership with Plafam, remains strong. This year again, they participated in our 24-Hour event and achieved 26 vasectomies. In

**Bolivia** numbers of vasectomies

continue to rise. MSI Bolivia reported 636 vasectomies in 2021 and 919 in 2022, including 540 numbers during the month of November. In the **United States**,

keeping track of overall numbers is difficult to do. Our system is complex and tracking numbers is difficult. We recorded 1,283 but we believe the number would be well over 2,000 if all the doctors submitted their reports.





One thing we do know - interest in vasectomy grew, and numbers as well, when *Roe v. Wade* was overturned on June 24, 2022. In the months that followed, [articles](#) about vasectomy in a post *Roe* World began appearing in major news outlets. Indeed, inquiries from curious men exploring getting a vasectomy (and visits to our website) had increased significantly when the first rumors of the Supreme Court's decision were leaked on May 2<sup>nd</sup>. To what extent this trend will continue into 2023, we don't know, but certainly the media's interest in vasectomy should have lasting effect.

Important point: Participating WVD doctors share a diversity of opinion about abortion. In some countries and for some individuals, there is no interest in linking vasectomy with abortion. In some places it is illegal. WVD took some steps to engage with the issue of abortion in a recent [Valentine's Day campaign](#).



One of the most exciting and innovative WVD 2022 events took place in the US. From November 4-8., Dr. Esgar Guarín drove [his mobile vasectomy clinic](#) to three Planned Parenthood locations in Missouri. Offering free services to financially challenged men, they did 58 vasectomies as part of that campaign. One week later, from November 13-19, Dr. Guarín

embarked on the 2022 [Iowa Vasectomy Tour](#) during which he offered an additional 48 free procedures. Without a doubt, over the past few years, Dr. Guarín has emerged as one of, if not the most impassioned WVD participating provider in our entire group.

In total, we estimate about 1,283 procedures were done by our US based participating doctors, but again, it is very hard for us to get all of the doctors to fill out to register. We will continue pushing better reporting in the coming year.

**Canada** remains the gold standard for vasectomy service and access. They are offered free to everyone on the national health care plan and in Quebec, 3x more vasectomies are done yearly than tubal ligations, a true sign of a successful family planning program. This year, Canadian doctors registered 2,167 vasectomies.



Once again, we see mild growth in the **UK**, with enthusiastic participation by a good number of doctors in our educational programs. Numbers overall in the UK have gone down in the past decade, but the most passionate surgeons continue to be strong advocates. During the month of November, amongst members of the APCS (Association of Primary Care Surgeons) did 279 vasectomies. To get a more accurate number going forward we need to build a stronger relationship with the National Health System (NHS).

We are well aware that countries such as the UK, Australia, New Zealand, Canada and the US already have strong vasectomy programs and are not WVD's first priority, (except for the knowledge that exists there, the mentorship possibilities and the resources to help subsidize programs elsewhere). That said, we are going to continue to work with partners there to promote programs where opportunities present themselves and encourage more robust engagement by doctors in programs around the world.

The sense in **India** is that, despite emerging as the most populated country in the world (due to surpass China in 2023 or 2024), there is little interest in vasectomy at a government level. Given the predominance of the public health sector in India, it is not surprising that numbers have gone down significantly during the 2000s. Nevertheless, there are still pockets of success such as with our partners at the Foundation for Reproductive Health Services India who recorded just under 400 procedures in November and a doctor in eastern India who did 112 on his own in 3 days.

While we would like to help foster a renaissance of interest in India, the truth is, to make an impact in a country that size, government interest is required.

This year we were part of a DKT/WVD/NSVI Mission to the **Philippines**. During the 4-day trip to Manila and Baguio, 94 vasectomies were completed and 3 doctors were trained. The mission was led by WVD Medical Advisor, Dr. JB Albano who was accompanied by two other WVD participating providers from the US and Australia. With DKTs ongoing support, and JB's commitment, we believe there is room for growth there in the coming years.

Despite its many challenges – including costs and cultural resistance – **Africa** continues to be a WVD priority. We believe strongly that change is possible, but likewise, we know it requires a commitment over time with messaging that focuses on broad issues of male responsibility beyond just vasectomy. The cost per CYP is high, but we are confident we will succeed.



WVD takes a long-term approach in Africa by investing in local capacity building and educational programs geared towards medical students and media/journalist and film students. These future leaders are more interested in the quality of life they can provide their families and community than in the quantity of children they can produce. In all our programs, we emphasize positive masculinity and male participation in family planning. The 2022 WVD activities in Africa were implemented by the respective partners/members within a two-week period from November 18 to December 5. Building alliances is a key component of our work and in 2022, WVD worked with the following partners: Marie Stopes Kenya, Action of Men Engage for Gender Equality (AMEGERWA) in Rwanda, Reach A Hand Uganda and WVD Zambia. Strategies to build awareness included the use of social media platforms, door-to-door mobilization, community dialogues, community radio talk shows, family planning consultation meetings, soccer tournaments, family planning campaigns, participation in the WVD 24-hour event, and a Man Cave Uganda Men's Camp. Rather than maximum numbers of vasectomies, WVD was able to plant the seeds for behavior change by increasing access to information about positive masculinity and providing the best vasectomy services for free, while encouraging family planning as an act of love.

Various activities were carried out in the respective countries under different names: *Digital Campaign for Free Vasectomy Services* in Kenya, *Campaign of Men Involved in Family Planning* in Rwanda, *World Vasectomy Week* in Uganda and *Men as Partners* in Zambia. All four programs promoted positive masculinity, men's participation in family planning and increasing awareness about vasectomies.



## Digital Campaign in Kenya

Using the website and popular social media platforms, Marie Stopes Kenya reached over 41,562 people as measured in page views. This helped increase visits by men to 845 during the two-week period. In addition, there were 49% more visits by men to the website seeking information and sharing feedback than the previous month. The result was 261 clients who received free vasectomy services. The clients were contacted through MS Kenya's call center

who also scheduled appointments. Of the 261 clients, 206 clients received vasectomy services at Marie Stopes Clinics in Nairobi County, while the rest accessed them at the clinic in Kisumu. In the end, Marie Stopes provided free vasectomy services to 261 men from Nairobi County and Kisumu County.

## Men Engage in Family Planning campaign - Rwanda

The Men Engage in Family Planning campaign Rwanda 2022 established alliances to build awareness and expand capacity in their country. The program was financially subsidized by WVD and implemented by Action of Men Engaged for Gender Equality in Rwanda (AMEGERWA) in partnership with Kibagabaga Hospital. The campaign ran from November 20 to December 2, 2022.

Other organizations that helped promote the campaign included the Ministry of Health of Rwanda, the Rwanda Biomedical Center (RBC), the Gasabo District Health Center, and partners in the health sector including UNFPA, UN WOMEN, RWAMREC, RHIYW, Willows and several champions of vasectomy.

AMEGERWA trained and worked with 20 community health workers who went door to door raising awareness about different methods of family planning, including vasectomy as part of their "**Act of Love**" campaign. AMEGERWA organized town hall meetings to explore ways to break down barriers that prevent men from contributing to family planning participation in Rwanda. Two men, Hakizamana Emmanuel and Hakormana Rutunga offered testimonials about their own experience getting a vasectomy. Throughout the meeting, men were encouraged to share and disseminate correct information to other men within their communities



to increase informed decision-making and choices. This resulted in informed decision-making and ultimately the acceptance of vasectomy services by 10 men.

## World Vasectomy Week Uganda



*Dr. Nathan (Reach A Hand Uganda) speaking about the dialogue on vasectomy in men at Ibanda City Hall, Uganda*

World Vasectomy Day Inc. once again partnered with Reach a Hand Uganda (RAHU) to commemorate World Vasectomy Week from November 18, 2022 to December 5, 2022. The program was organized with the support of partners at DKT Uganda, Population Services International, Marie Stopes Uganda, the Ministry of Health, Reproductive Health Uganda, Man Cave Uganda and key stakeholders from the target districts of Kasese, Bunyangabu, Mbarara and Soroti. The activities targeted men from the informal sectors including business owners, teachers and parents

between the ages of 30 and 55 within the respective districts.

During the two-week campaign, efforts to build demand for vasectomy included a door-to-door mobilization, two football tournaments in Mbarara and Kasese under Men Plus and U-Decide respectively, 6 community dialogues with 4 in Kasese, 1 in Mbarara and another held during the Mancave camp, and 2 community radio programs in Mbarara (Radio West) and Kasese (Kasese FM) respectively. RAHU also participated in the 24-hour WVD celebration.

During the WVD Campaign, RAHU engaged with more than 250 men (in person). By helping dispel myths about vasectomy they were able to inspire 13 vasectomies.

## World Vasectomy Day Zambia

In 2022, we began working in Zambia for the first time. Our first focus was establishing a network of potential allies, while raising awareness about WVD's global activities. This included outreach to key ministries, corporate partners, civil society organizations and meetings with medical and journalist students. The WVD

Zambia team organized a press conference to announce activities being prepared for February- March, 2023.



Interview with Sheila Gabeya, WVD Manger in Africa

Partners secured for this ongoing work included healthcare providers such as Marie Stopes Zambia, Planned Parenthood Zambia, the YWCA, CIDRZ and the MEN'S HEALTH NETWORK. Some of the activities carried out included student mobilization, the press conference, and participation in WVD's 24-hour event.

As a result of these activities, WVD Zambia recruited 30 medical students from 2 universities to join the WVD Summit on November 12<sup>th</sup>. These students are currently serving as community ambassadors for our Valentine's Day to Women's Day campaign, including a week-long intensive training mission led by Dr. Michel Labrecque and Dr. John Curington.



### *Objective 8: Produce communication materials*

Building an effective demand generation campaign with a limited budget requires an energetic and motivated media and social media strategy. This year WVD put together a full-time production team in Mexico including a producer, director, cameraman, sound person and two editors. In addition, we hired several media consultants who produced content for distribution on social media platforms. All in all, an enormous volume of media was produced - 192 videos in total - including 128 new videos and 63 videos from our archive that were 'rebranded' for 2022. Communication and information pieces were produced for social Networks, such as posts, animated videos and short videos for media such as Tik Tok. The films were shot in multiple states and covered a wide range of topics, including testimonials and informational videos. We used humor, music and cultural reference points to reach as wide an audience as possible. WVD has used different strategies for building awareness and increasing demand, but a consistent theme is the emphasis on vasectomy as an act of courage and conviction. In 2022, playing on that theme of vasectomy acceptors as heroes, we referenced the highly successful 2006 feature film, **THE 300**. It is a fictionalized retelling of a Greco-Persian war from the year 479 BC that celebrates a small army of 300 men who sacrifice their lives to protect their loved ones. We called our campaign **THE 10,000** and proclaimed, *"We are 10,000 men choosing a vasectomy as a collective act of love for ourselves, our family and our nation's future"*.



Other topics included:

<b>Benefits of Vasectomy</b>	<a href="https://youtu.be/HJXPxatKEvs">https://youtu.be/HJXPxatKEvs</a>
<b>Sexist myths about vasectomy</b>	<a href="https://youtu.be/C435KUIGslk">https://youtu.be/C435KUIGslk</a> <a href="https://youtube.com/playlist?list">https://youtube.com/playlist?list</a> <a href="https://youtube.com/playlist?list">https://youtube.com/playlist?list</a> <a href="https://youtu.be/2CP8G_-a7N0">https://youtu.be/2CP8G_-a7N0</a>
<b>Gender equity and vasectomy</b>	<a href="https://youtu.be/5LOh5vvD_GA">https://youtu.be/5LOh5vvD_GA</a> <a href="https://youtu.be/HuQ4oX9MNZI">https://youtu.be/HuQ4oX9MNZI</a>
<b>Youth, Family Planning and Vasectomy</b>	<a href="https://youtu.be/H5pQVDo7RtM">https://youtu.be/H5pQVDo7RtM</a> <a href="https://youtu.be/Dp5gmzkUmiY">https://youtu.be/Dp5gmzkUmiY</a>
<b>Information about what a vasectomy is</b>	<a href="https://youtu.be/sGW-L8F9G-w">https://youtu.be/sGW-L8F9G-w</a> <a href="https://youtu.be/T9HWRKKp-_4">https://youtu.be/T9HWRKKp-_4</a> <a href="https://youtube.com/playlist?list">https://youtube.com/playlist?list</a> <a href="https://youtube.com/playlist?list">https://youtube.com/playlist?list</a> <a href="https://youtu.be/suqA_zAfXik">https://youtu.be/suqA_zAfXik</a>
<b>How to schedule and receive a vasectomy</b>	<a href="https://youtu.be/F_Bg3TBFi1A">https://youtu.be/F_Bg3TBFi1A</a> <a href="https://youtube.com/playlist?list">https://youtube.com/playlist?list</a>
<b>Vasectomy is free in Mexico</b>	<a href="https://youtube.com/playlist?list">https://youtube.com/playlist?list</a> <a href="https://youtu.be/xKFjkvpJ-MQ">https://youtu.be/xKFjkvpJ-MQ</a> <a href="https://youtu.be/LyNYWYJv1RM">https://youtu.be/LyNYWYJv1RM</a>

These videos reached audiences throughout the country, and were also repurposed for other Spanish language countries.

Here is a sample of the 192 videos we produced

Otomi &Spartako	<a href="https://youtu.be/FF3u3nypArQ">https://youtu.be/FF3u3nypArQ</a> <a href="https://youtu.be/-BOHuKuW1tA">https://youtu.be/-BOHuKuW1tA</a> <a href="https://youtu.be/OULU4tu5LRU">https://youtu.be/OULU4tu5LRU</a> <a href="https://youtu.be/Jti2OdGYmkE">https://youtu.be/Jti2OdGYmkE</a>
Guanajuato	<a href="https://youtu.be/wmVGqSWnH8k">https://youtu.be/wmVGqSWnH8k</a> <a href="https://youtu.be/QYB3xSkJC4M">https://youtu.be/QYB3xSkJC4M</a> <a href="https://youtube.com/shorts/r-JCrJ5V-Zc">https://youtube.com/shorts/r-JCrJ5V-Zc</a> <a href="https://youtu.be/SwJBFG9ldq0">https://youtu.be/SwJBFG9ldq0</a>
Guadalajara	<a href="https://youtu.be/WS8fXoqlyfE">https://youtu.be/WS8fXoqlyfE</a> <a href="https://youtu.be/meHX9I6l6lg">https://youtu.be/meHX9I6l6lg</a>

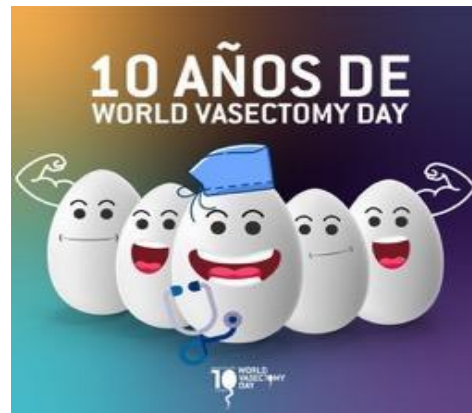
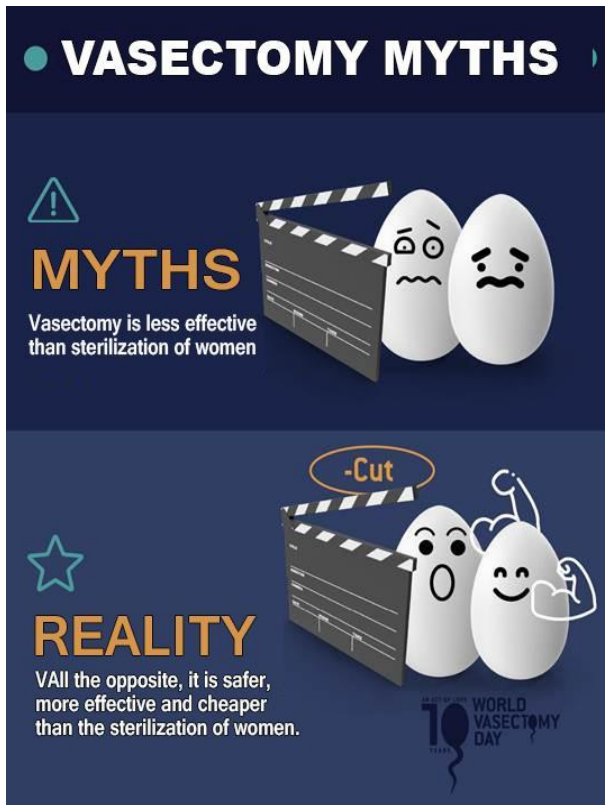


<b>Tamaulipas</b>	<a href="https://youtu.be/3-pmcwb5vYU">https://youtu.be/3-pmcwb5vYU</a> <a href="https://youtu.be/sVnkBmzmRuk">https://youtu.be/sVnkBmzmRuk</a> <a href="https://youtu.be/MG7I5dSmdAg">https://youtu.be/MG7I5dSmdAg</a>
<b>Chihuahua</b>	<a href="https://youtu.be/FuLtcSOYA6Y">https://youtu.be/FuLtcSOYA6Y</a> <a href="https://youtu.be/5EhzQALq1nY">https://youtu.be/5EhzQALq1nY</a> <a href="https://youtu.be/PIE1Q0wgkKU">https://youtu.be/PIE1Q0wgkKU</a> <a href="https://youtu.be/UlstBcSmuBY">https://youtu.be/UlstBcSmuBY</a>
<b>Oaxaca</b>	<a href="https://youtu.be/U1oKXlwGzpw">https://youtu.be/U1oKXlwGzpw</a> <a href="https://youtu.be/OBdZ9bMbtRE">https://youtu.be/OBdZ9bMbtRE</a> <a href="https://youtube.com/shorts/RgH98Rv5jZc">https://youtube.com/shorts/RgH98Rv5jZc</a>
<b>Promotional</b>	<a href="https://youtu.be/WEMwDXPHpNc">https://youtu.be/WEMwDXPHpNc</a> <a href="https://youtu.be/IBX5VYSAZLY">https://youtu.be/IBX5VYSAZLY</a> <a href="https://youtu.be/adB-3SEMg9w">https://youtu.be/adB-3SEMg9w</a> <a href="https://youtu.be/C_IW360C1fk">https://youtu.be/C_IW360C1fk</a> <a href="https://youtu.be/H5pQVDo7RtM">https://youtu.be/H5pQVDo7RtM</a> <a href="https://youtu.be/uWTx_fNQdg4">https://youtu.be/uWTx_fNQdg4</a> <a href="https://youtu.be/QwoZGcBFLN0">https://youtu.be/QwoZGcBFLN0</a>

When working with a reduced budget, social media becomes the primary means to reach the widest audience, but before publishing on the main platforms, we carried out an informal investigation to identify the main doubts and interests of men regarding vasectomy. We contracted with a 'Community Management' company that was in charge of designing content for networks, publications, and generating outreach to target groups.

#### What is vasectomy

- Benefits and limitations of vasectomy
- From mystifying vasectomy
- More frequent doubts about vasectomy
- Who can access a vasectomy
- Promotion of free vasectomy services in the State



In parallel to social media, we designed and developed a **Communication Kit** to support vasectomy provider organizers and inform allies how to better "communicate about vasectomy". The communication package includes social media assets that were freely distributed.

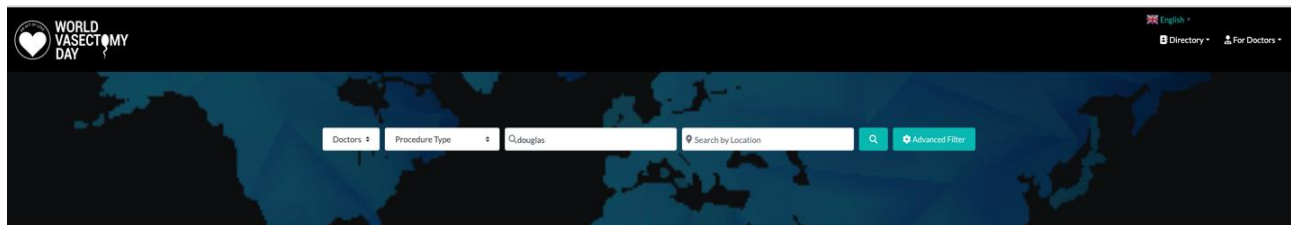
### *Objective 9: Inspire and support WVD participating providers*

From our first days, WVD's success has depended on the passion and commitment of our participating doctors. Indeed, it is their belief in our mission and commitment to excellence in their work, that distinguishes our organization. Increasing both the number of doctors who participate and their commitment to the WVD movement (including financial donations) is the key to our consistent growth.



Our original goal for 2022 was to inspire 500 doctors to participate in WVD activities. Between the webinars, the Summit, the 24-hour event and vasectomies completed as part of our celebration, we had the participation of nearly 2000 doctors from 49 countries, almost 400% more than anticipated. In this regard as well, it was our most successful campaign ever.

In 2022, we added another support element for our doctors. After a number of disappointing launches, we finally released the WVD Directory. At present there are 500 doctors and 80 registered clinics in the Directory. More work will be done in 2023 to promote the directory so that it becomes even more robust, and a more used tool by the general public. Being listed in the directory is free, but it is, we believe, an additional incentive to encourage doctors to donate.



#### WVD GLOBAL DIRECTORY OF VASECTOMY PROVIDERS

If you are seeking a vasectomy or vasectomy reversal, this resource can help you locate providers in your area. WVD does not endorse or qualify providers, so you need to do your own research on which doctor is best for you.

#### Featured Providers

Dr. Stein, MD

View Profile

Dr. Michel Labrecque MD

+1 868 272 224

View Profile

Clinique médicale Pierre-Bertrand, 303 Pierre-Bertrand  
Quebec  
G1M 3L7  
Canada

Services

Vasectomy

Dr. Esgar Gua

(515) 603-21

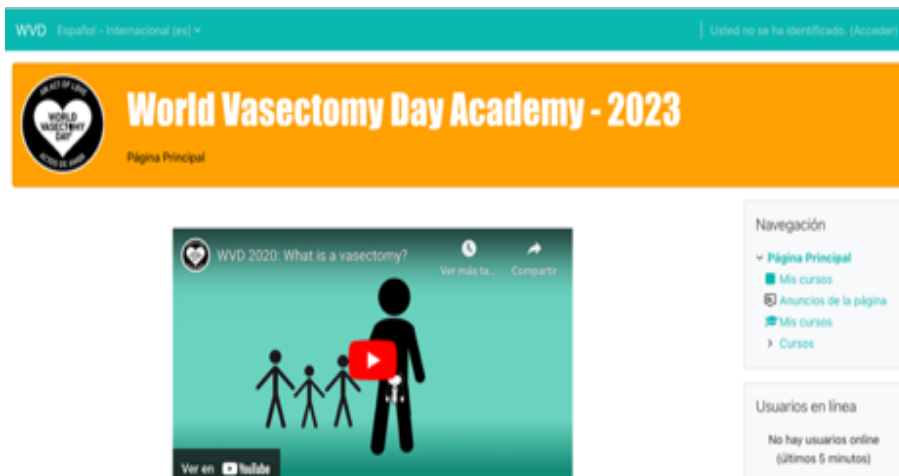
View Profile

5191 Maple Drive  
Pleasant Hill  
Iowa  
50327  
United States

Services

Vasectomy

<https://directory.wvd.org/>



Another program that we finally initiated in 2022, was the **WVD Academy**. The Academy is a virtual education platform that will train new doctors and also support experienced doctors in

vasectomy provision, including technical, counseling, managing a clinic, communication and demand generation. The pilot design of the Academy platform was carried out and executed in the last quarter of 2022, and later announced at the ICFP in Thailand. Dr. Esgar Guarin developed 2 modules for the pilot test of the platform.

WVD knows that quality care increases the quantity of vasectomy acceptors. At present, without an established institute to train vasectomy providers, there is a need, and a market, for the WVD Academy. Finding financial support to complete the Academy and launch it around the world, is one of 2023's top fundraising priorities.

For more details about the WVD Academy follow [this link](#)

*Objective 10: Train 6 young advocates (and hire one supervisor) as experts in male-centered family planning and vasectomy to raise awareness about WVD in different countries and regions of the world*

Six young men and women (plus one supervisor) were hired for our regional coordinator program and without a doubt they were a big part of this past year's success. Diverse in background, age, gender and nationality and language, each shared a passion for the work and a commitment to make WVD a truly global event.



### Regional Coordinators:

- Karina Martinez, Bolivia
- Bruna Honda Vargas, Brazil
- Kizza Blair, Kenya
- Ibrahim Nkonge, Uganda
- Zulu Daliso, Zambia
- Maria Eugenia Vera Cruz, Mexico
- Sheila Gabeya (program supervisor)

Each of the coordinators handled multiple responsibilities and assured successful programs in each country where they worked. There was Dr. Kizza Blair in Kenya where more vasectomies were done in a week than had been done in the entire previous year. And Bruna Vargas who gathered data on vasectomy programs for almost every country in the western hemisphere and oversaw the re-launch of the Directory. She also connected us with a FP organization in Brazil interested in adding vasectomy to their menu of options going forward. There was Zulu Daliso in Zambia who has appeared on television and radio multiple times to counter deep-seated myths and misconceptions. His work is one of the main reasons we are anticipating a successful International Mother's Day training program in Zambia. There was Maria Eugenia Vera Cruz, who coordinated many of our most successful events in Mexico. There was Ibrahim Nkonge, who helped gather medical students assuring that after Mexico, more Ugandans participated in our on-line events than any other country in the world.

While Sheila Gabeya out of Lusaka, Zambia, managed the communication challenges of keeping a global, polyglot team of young activists working in synch, both Silvana Resendy Birhuett and Jonathan Stack guided their work.

The truth is that while we do not have sufficient resources to bring to fruition all the good ideas that our teams consistently dream up, without these young activists/coordinators, our impact worldwide would be much less significant.

## *Objective 11: Towards financial self-sustainability*

This final objective was not in the original proposal, but it is a constant objective of WVD nonetheless. Even as we grow as an organization and attract more



funders who believe both in our objectives, and in our ability to successfully complete them, we are always exploring innovative ways to generate more resources to increase our impact.

To achieve this objective, our long-term goals, and

challenges remain the same; how to become a financially self-sustaining organization that generates its own resources for consistent growth? The conundrum is also obvious. The more you succeed in what you're already doing, the harder it is to find the time or the bandwidth to take on new opportunities.

While we have talked for years about becoming self-sustaining, in 2022, we took some significant steps forward.

As well as establishing the pillars for an innovative WVD Academy and launching the WVD Directory, in 2022, we took our first steps in building our first Vasectomy Clinic.





## Description of the WVD Project

- The World Vasectomy Day Project is built on five pillars:
- Motivate and Inspire Men, and women, to exhibit and support responsible masculinity
- Promote and facilitate training and capacity building for vasectomy providers and their support staff.
- Inspire and coordinate free, affordable and client friendly health services and systems to create sustainable programs.
- Generate constructive dialogue and communication with effective and evidence-based communication and informational tools.
- Produce entertaining educational content for demand generation that celebrates informed decision making.

In 2022, WVD continued our work promoting social change in the field of male sexual and reproductive health while inspiring men to assume leading roles through the exercise of responsible, positive and freely assumed masculinity, contributing, as it should, to equitable and timely contraception.

WVD believes strongly that access to quality family planning services must go hand in hand with public health campaigns that build awareness, acceptance and demand for vasectomy. WVD has facilitated training and capacity building for doctors in dozens of countries throughout the world. For our 10<sup>th</sup> Anniversary celebration, our commitment to the educational process took place during our webinars, the WVD Summit, the WVD Symposium and our signature 24-Hour Global Celebration.

During these events, we consistently emphasize the importance of trained providers and client-centric and, preferably free, public health services. We encourage training general practitioners and family doctors (rather than specialists such as urologists) as this keeps costs affordable and by extension, more accessible.

The project promotes advocacy through the generation of conversations and communication through social media. We educate, demystify and explain its benefits and limitations, thus encouraging free and informed decision making.



Social media is also how we disseminate the 100s of inspirational, informational, promotional, videos among others and the key to our successful demand generation strategy.

## Key Achievement markers and indicators for WVD 2022

Indicators and scope	Achievements
Vasectomies in Mexico	13,797
Webinars held throughout the year	3
Webinar attendees plus views on line	1480
Summit attendees	418
FP and SRH organizations participating in the 24-Hour Event	26
People who attended the 24 Event	346
Attendees at the Mexican Vasectomy Symposium plus online	1614
Public Events throughout Mexico	2,090
Attendees at the Guanajuato Marathon	800
Attendees at the Otomí Ceremonial Center for vasectomy and health fair	1,250
Vasectomies performed in on a single day at Otomi	364
Vasectomy information and educational videos produced and/or adapted	192
Mexican States in which we filmed	7
Articles in mainstream media	52
Digital assets created	160
Increase in social media community	9K
Number of Mexican Publications where WVD appears	126
Social Media Outreach	74K

## Specific Cases and Success Stories



## MEXICO: WVD's GREATEST SUCCESS STORY

Mexico initiated its no scalpel vasectomy program in 1993 with under 100 vasectomies. By 2,000, they were doing about just over 5,000 with numbers rising by a few hundred or a thousand a year at most. From 2013-2015 they averaged 16,500. Then, in 2016, World Vasectomy Day was invited by Mexico's Centro Nacional de Equidad de Género y Salud Reproductiva, to their yearly vasectomy retreat. Over the next year, we worked with them to produce more compelling promotional content and they reached 19,327. Since then, except for a dip due to Covid, numbers have risen yearly.

The reasons for this growth include increased training of doctors in no-scalpel vasectomy, a more ambitious demand generation campaign including more effective messaging, high volume of content to debunk myths and misconceptions about the procedure, and consistent promotion of vasectomy as a free service offered through the national health plan. Due to this success, WVD brought their headquarters to Mexico to collaborate a second time for the 10<sup>th</sup> anniversary celebration. Confident that the event would exceed previous year's results, the



MoH announced a commitment to achieve 10,000 vasectomies as part of a newly minted World Vasectomy Month celebration.

For this challenge, other health centers in the country were invited, and the implementation of the procedure was supported in more clinics and in more cities than ever before. They also reached out to the other major health institutions who agreed to join the campaign.

Seeking a location for our signature 24 Hour Global event, the Ministry asked that we go to Iztapalapa on the outskirts of Mexico City. Iztapalapa is not only the most populated district in the country, it is one of the poorest and most marginalized as well. Iztapalapa received 15,000 medical visits a month, the most of any health center in the country, but until WVD 2022, only 12 vasectomies in the entire year.

On December 2nd, while WVD was livestreaming to 24 countries over the course of a single day, 266 men were operated on. With greater commitment, more certified vasectomy doctors (342) and the participation of the most marginalized health centers in the country, Mexico's CNEGSR, IMMS and ISSSTE achieved 13,797 vasectomies, far surpassing the original target.

In conclusion, when a well-funded public health care system commits to proper medical training, adequate equipment, effective supply chain logistics, free or low-cost vasectomies, and a smart demand generation campaign that includes testimonials and word of mouth via social media, numbers increase and satisfied clients, in this case, 13,797 families, help spread the word.

Now well established, we believe that as long as the government believes in its vasectomy program, numbers will continue to grow.

## Project Results

### *1. Project-specific outputs*

A successful family planning program must offer its citizenry a 'basket' of viable options. Given that there are very few choices for men (condoms, withdrawal, abstinence), a truly vibrant vasectomy program is especially significant. One more marker of Mexico's is that while vasectomy acceptance has been going up, the prevalence of tubal ligations has gone down. Ten years ago, the ratio of BLT to Vasectomy was 12 to 1. Today it is just over 4 to 1. There's a long way to go, but the trend looks very positive.



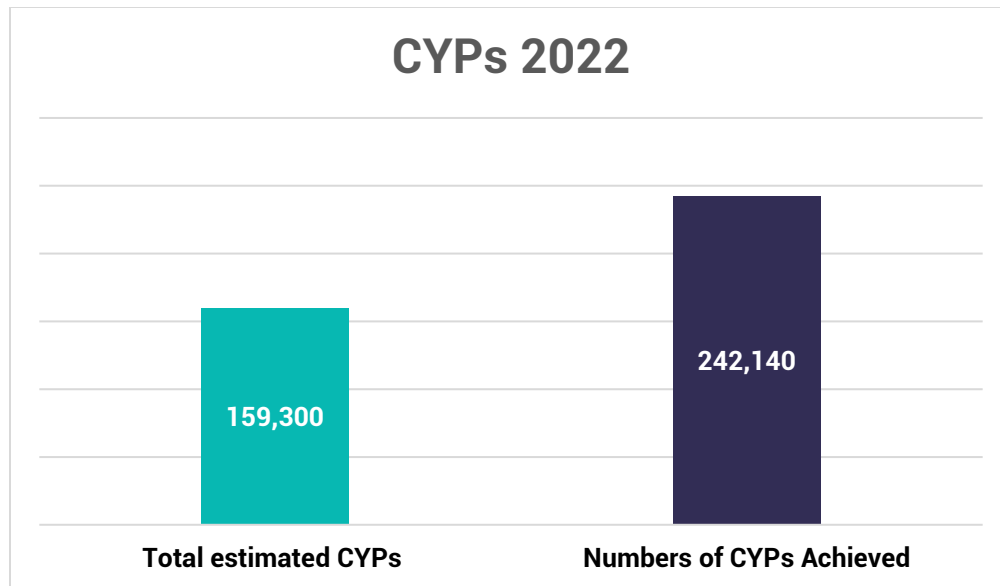
## Number of Vasectomies



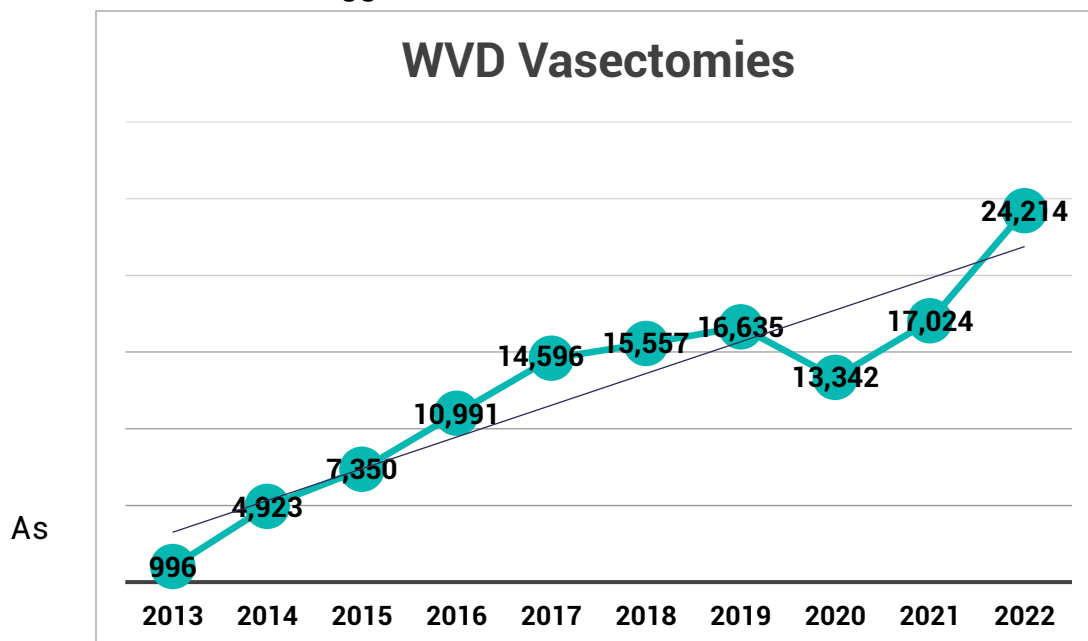
The data shown in the graphs above does not represent a complete tally for any given country. They only reflect numbers of vasectomies done, and recorded, as part of WVD's celebration. Even in Mexico, our numbers primarily represent statistics generated out of the MoH, not doctors working within the private sector.

Furthermore, even though this year more doctors reported their numbers than ever before, as well as more institutions, (who do not break down their numbers by doctor), there are still hundreds who do not. That said, we assume that those who report are the most active, and those who don't most likely are not. We will continue to encourage doctors and institutions to do a better job of reporting in the future.

CYPs are considered the standard measure for family planning organization's success and the cost per CYP an important marker that reflects its effect and efficiency. At just over \$1.20 per CYP and more than 240,000 CYPs to its credit, WVD has succeeded using these criteria.



In WVD's inaugural year, 2013, we set a goal of 1,000 procedures. And achieved 996. Numbers have gone up steadily since then, with a large jump forward in 2022. In total, WVD's has helped inspired an estimated 120.322 and from 996 in 2012 to 23, NUMBER UNKNOWN YET in 2022, we have grown more than 23 times bigger.



World Vasectomy Day grows, collecting data becomes an increasingly high priority commitment. One of our objectives going forward is to aggregate accurate information on vasectomy programs throughout the world. This work began in 2022, with a research project undertaken by Bruna Honda Vargas, one of our regional coordinators. The results of her virtual survey can be viewed at the following link [Vasectomy in the Americas](#).



The report reveals differences from country to country throughout Latin America, including the age range of people who choose vasectomy, the laws and standards of each vasectomy program, what category of doctor is permitted to do a vasectomy, i.e., only urologists such as in Colombia or any trained physician such as Mexico or the US, whether the cost is covered by the national health system and the approximate price of a procedure. We will continue this research project in other regions beginning in 2023. Eventually, we believe WVD can, and should be, the go to resource for everything having to do with vasectomy.



## Sustainability

The key to WVD's success lies in its capacity to build alliances with active and energetic institutions, organizations and individuals. Sometimes that means working directly with a country's Ministry of Health, sometimes it requires finding reproductive health organizations that already have long established relationships with ministries, and sometimes it all begins with a single passionate doctor and/or committed reproductive health advocates. While the strategy for success varies, getting buy-in from public health institutions and ministries is the key to a sustainable and scalable program.

That said, while getting a government fully on board is required for scaling up, governments can also slow things down (or even undermine a project). To that extent, we have found that the best way to launch in a country with little or no tradition or experience with vasectomy is by piloting the program on a smaller scale. In these instances, we prefer to demonstrate the program's potential, while taking the time to build the team required to assure long term success. In these instances, collaborating with a well-established NGO makes the most sense. Our work with Marie Stopes Bolivia starting in 2021 is a good example of the effectiveness of this strategy.

Between 2018-2020, Marie Stopes was doing less than 50 procedures a year. At that point, vasectomies were being done by a urologist who was not trained in no-scalpel technique and was paid per procedure. The cost of a vasectomy was double that of a tubal ligation. Not surprisingly numbers remained very low. Beginning in 2020, they launched a demand generation campaign with our support and numbers rose that year. Having now established a relationship between the two organizations, we agreed to support an intensive training program for four doctors in the first week of November, 2021, right at the beginning of WVD's 9th annual celebration.

In preparation for the training, MSI Bolivia was asked to find 100 patients. To all of our surprise and delight, their well-prepared and well-trained call center, as well as an innovative demand generation campaign, worked. Within a week, over 500 signed up for a free vasectomy and during five intense days the trainees had a chance to practice with 125 clients in total. By the end of the campaign, each of them had done 100 procedures.



Today, with only staff house doctors offering the service the procedures, the cost per vasectomy was cut in half, numbers of men choosing a vasectomy continues at a steady pace and the four doctors trained have gone on to train an additional 4 doctors allowing MSI Bolivia to offer vasectomy in almost every region of Bolivia.

## For the Future

As WVD visits more countries we find common challenges; insufficient or poorly trained doctors who are not sufficiently proficient to recommend vasectomy to their clients, a lack of supplies needed to do a proper no scalpel vasectomy, no experience promoting or inspiring men to overcome their resistance to vasectomy, and the absence of public or private sector support.

Success breeds demand and in recent years, more organizations and individuals are reaching out in hopes that we can help them develop a viable vasectomy program. Unfortunately, despite growing interest in our project, at this point, we simply do not have the staff or necessary resources to fulfill this demand. With a larger budget and a bigger staff, we will be better positioned to address the world's growing interest and its collective need for more male engagement in family planning.

## Lessons Learned

1. Collaboration with partners is fundamental for a successful vasectomy program.
2. To build a program you can't have demand without supply, or supply without demand.
3. Develop systems that monitor progress, highlight success and reveal opportunities.
4. WVD should expand promotion and support for our programs throughout the year.
5. To build a viable vasectomy program can take years.
6. Whenever possible, work with governments to build sustainable and scalable programs.
7. Turn acceptors into champions.
8. Don't blame men. Change takes time and effort. We rarely grant them either.



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## Finance

### *Project Cost Efficiency*

During our first 10 years, World Vasectomy Day has developed powerful communication strategies, created effective media tools, built alliances with institutional allies, and inspired a high level of engagement from many of the most passionate vasectomy doctors in the world. Together, these factors assure maximum impact with small budgets.

When we inspire public sector engagement, such as in Mexico, our impact is particularly impressive, but even when we work with International or national; NGO's such as Marie Stopes Bolivia, DKT Mexico or Amegerwa in Rwanda, a relatively small investment of time, money and creativity contributes to a significant and measurable difference.

### *Cost per PPP vs. Actual Cost per CYP.*

By increasing the overall number of vasectomies by over 50%, we were able to lower our cost per CYP from approximately \$1.84 to \$1.24.



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