
Utilization of Title X Family Planning Services by Male Clients

MDHHS Family Planning Program: January, 2018

The Quality Family Planning (QFP) guidelines include services for both male and female clients. The results of the 2016 Michigan Department of Health and Human Services (MDHHS) Family Planning Annual Report (FPAR) revealed that while it appears that many female clients are utilizing the QFP services available to them within Michigan's Title X Family Planning clinics, utilization by male clients is low. In order to determine possible reasons for the low utilization by male clients, MDHHS Title X Family Planning clinic staff were surveyed about whether their respective clinic was serving male clients, barriers to serving male clients, and potential methods or solutions for recruiting more male clients. This survey was given to all clinic staff including: coordinators, clinicians, nurses, medical assistants, front desk staff, and health educators. In total, 129 respondents completed the survey. The results of their responses are summarized below.

83%

of respondents said that their clinic was serving males.

Clinics that **were serving males** reported that:

- 83% had been serving males for greater than 2 years.
- Sexually Transmitted Infection (STI) testing, HIV testing, and condoms were the top services that attracted male clients to their clinic.
- The majority of male clients heard about their clinic through friends, family, or their partner/spouse.
- Healthy behaviors, pregnancy prevention, substance use, STI prevention, and contraception were most frequently discussed with male clients during a visit.

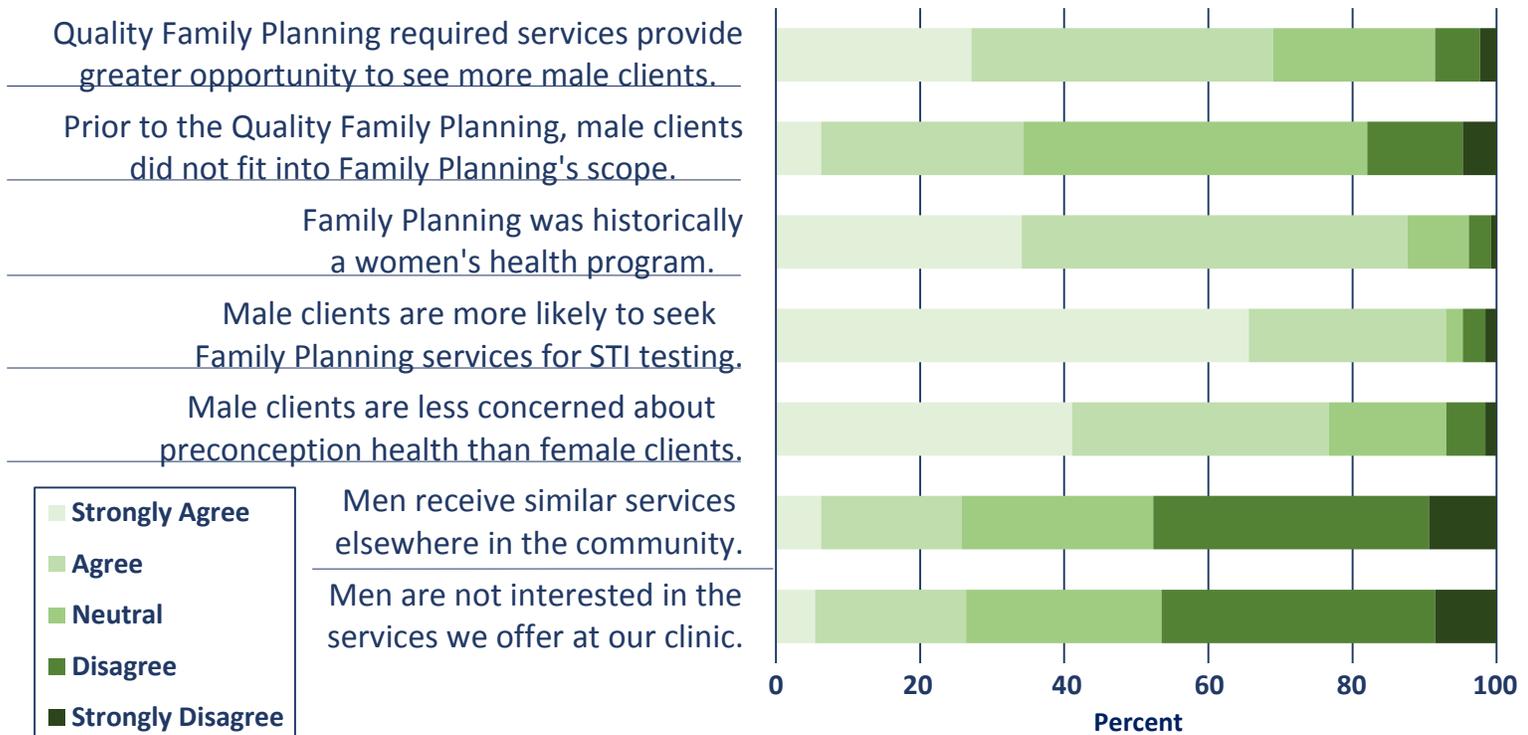
Commonly reported **barriers** to serving male clients were that:

- Male clients were not making appointments with their Family Planning clinic.
- Male clients were not comfortable with visiting a Family Planning clinic.
- Family Planning clinics did not know what services to offer their male clients.

94%

of respondents said that they would like to serve more males in their clinic.

Respondents indicated the degree to which they felt that:



In terms of outreach to male clients, respondents said that:

- 50% of clinics had done some type of outreach to increase male clients.
- The most commonly used techniques for outreach to male clients were flyers, billboards, and visits to college campuses.
- Potential strategies to improve outreach to male clients could be:
 1. Advertise the clinic through the website, flyers, or social media
 2. Rebrand and/or rename the clinic to make it more male friendly
 3. Have clinic hours for only male clients
 4. Increase referrals from outside providers

When asked about receiving additional training and technical assistance respondents reported that:

- 81% would be interested in receiving additional training about serving male clients.
- 52% would be interested in receiving technical assistance to increase the number of male clients that they serve.
- The most helpful technical assistance would be aid with outreach and marketing strategies geared toward male clients.

81%
of respondents said that their clinic promotes male services on their website or social media sites.