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This report provides new insights about the complexity of addressing men's and women's needs in an equitable fashion. It underlines the importance of having well organized reproductive health services that integrate family planning with sexually transmitted infection (STI) prevention programmes, including HIV/AIDS. It proposes programme directions, suggests programme indicators, discusses programming considerations, and informs about innovative approaches used in gender-sensitive reproductive health services and in communication interventions that aim to build partnerships with men. It provides both the rationale for comprehensive and more complex strategies and illustrates recent government, NGO and private sector initiatives. It also underlines the importance of using gender tools on a continuing basis to evaluate service and communication programmes.

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