Fundamentals of Comprehensive VMMC Communication

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VMMC for HIV Prevention in East and Southern Africa
Purpose

- Fundamentals of strategic communication for behavior change
- Key elements of communication across the VMMC continuum
Overview

• VMMC in context
• Fundamentals of strategic communication
• VMMC communication continuum
• VMMC “better practices”
• VMMC communication – call to action
Internal vs External Validity:
Achieving positive results in a non-controlled, real world setting

Diverse Influences
• Medical (facts & beliefs)
• Religious
• Cultural
• Political
• Human Rights
Behavior Change Communication

• Systematic application of interactive, theory-based, communication strategies to achieve behavior change at the individual and collective levels.

• Involves not only individually-focused BCC (using mass media, community-level activities, and interpersonal communication), but also community mobilization and advocacy.
Behavior Change is a Process

Applied Stages of Change

- Pre-contemplation
- Contemplation (Knowledge)
- Acceptance
- Intention
- Action
- Maintenance
- Advocacy
Behavior in Context

Socio-Ecological Model

• Individual
• Interpersonal
• Community
• Enabling Environment
Generally two primary behavioral objectives:

1. Increase informed demand for and use of safe clinical VMMC services
2. Increase consistent practice of safer sexual behaviors (throughout and post VMMC)
VMMC Communication Continuum

<table>
<thead>
<tr>
<th>Demand Creation (or Conditioning)</th>
<th>Education on MC Process Promotion of Safe Healing through Counseling</th>
<th>Promotion of Sustained Safer Sexual</th>
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<tbody>
<tr>
<td></td>
<td>One-on-One</td>
<td>Two-Day Review and Counseling</td>
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<td></td>
<td>MC/CT Counseling</td>
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<td>Group Education (Optional)</td>
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<td>Pre-Op Assessment and Counseling</td>
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<td>Post-Op Recovery and Counseling</td>
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<td>Seven-Day Review and Counseling</td>
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Strategic Communication

Key Elements of the Communication Plan:

1. Behavior(s)
2. Audience(s)
   - Primary
   - Influencing
3. Determinants
4. Interventions (Activities & Materials)
Key Elements of Strategic Communication

1. Identify the specific **behavior(s):**
   - HIV testing
   - VMMC procedure
   - Safe healing (including Abstinence for _ weeks)
   - Sustained safer sexual practices
     - Condom Use
     - Partner reduction
     - Abstinence/Delay of sexual debut
Key Elements of Strategic Communication

2. Segmented **Audience(s):**
   
   **Primary:**
   
   Men 25-34
   
   Adolescents
   
   Parents of Newborns (to be)

   **Influencing Audiences:**
   
   Women (partners, mothers), religious leaders, cultural leaders, peers, service providers
Key Elements of Strategic Communication

3. **Determinants:**
Factors that influence behavior positively or negatively (motivating factors & barriers)

Determinants grouped into categories:
Perceived positive consequences/negative consequences
Perceived severity
Perceived susceptibility
Perceived social norms
Self efficacy
Cues for action
Perceived divine will
Perceived action efficacy
3. Interventions/Activities & Materials:

Identification based on:
Audience (including stage of change)
Determinants***
Communication Channels

Mass media:
- TV, radio, video, film, newspapers, outdoor, print

Community-level activities:
- Community radio, community mobilization, folk media (traditional dance, theater, storytelling)

Interpersonal communication:
- Peer education, outreach, counseling, hotlines

New media:
- Websites, blogs, SMS programs, mobile phone apps
Systematic Planned Change

Planned Process

Analysis
Strategic Design
Development
Implementation & Monitoring*
Evaluation
Re-planning
Moving Forward with “Better Approaches”

• Follow a systematic approach
  ➢ Develop a communication strategy based on your context (*addressing the cultural and social strengths and needs)

• Base strategy on in-depth situational analysis

• Segment Audiences into meaningful sub-groups
  ➢ Include Influencing Audiences

• Involve target audiences and their communities in setting priorities, identifying locally appropriate behavioral objectives, developing messages and designing activities
Moving Forward with “Better Approaches”

• Plan for and use research, monitoring and evaluation

• Feature pre-tested messages that move beyond delivery of factual information and include salient emotional appeals

• Communicate harmonized or mutually reinforcing messages through multiple channels that effectively reach the target audience
Call to Action

• What can you do to address communication across the VMMC continuum (what are the existing gaps?)
• Follow a strategic process