Demand Creation
Elements, Issues & Ideas

Dan Rutz
Division of Global HIV/AIDS
Centers for Disease Control and Prevention
September 26, 2012

Presentation content may or may not reflect official US Government positions or policy.
Public Health Role in Demand Creation

We don’t create demand

They do.
Public Health Role in Demand Creation

We can only hope to influence demand by connecting with our audiences’ values.
It’s All about Feelings

Demand:

I WANT

what I WANT

when I WANT it.
It’s All about Feelings

Demand:

I WANT

I WANT what I WANT

when I WANT it.

Speak to their NEEDS

and

Inspire their WANTS
Appeal to Audience Needs

Maslow Hierarchy of Needs

- **Physiological**: breathing, food, water, sex, sleep, homeostasis, excretion
- **Safety**: security of body, of employment, of resources, of morality, of the family, of health, of property
- **Love/Belonging**: friendship, family, sexual intimacy
- **Esteem**: self-esteem, confidence, achievement, respect of others, respect by others
- **Self-actualization**: morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts
How We’re Doing

- Current VMMC Demand Creation tends toward the “basics.”
- If those needs are already being met, why should anyone care or WANT?
Where We Might Go Next

- Touch an unmet need to make me WANT.
- My WANT, in turn spawns (creates) my DEMAND
Recipe for Demand Creation

Add Women to Attract Men

He’s strong; he’s gentle.
He chose VMMC to help keep us
safe and happy.
He’s a real man.
He’s the love of my life.
Recipe for Demand Creation
Simmer in Self-confidence and Purpose

I believe in myself.
I need to be here for them.
VMMC will help assure that I am...
Recipe for Demand Creation
Cook with Emotion, Season with Science

VMMC is
My choice for an AIDS free Generation

Self-actualization
morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts
Novel Approaches

Give people something important to do

Our husbands chose VMMC to protect us.

So we’re keeping them comfortable as they heal.
Novel Products

This New Device is making Medical Male Circumcision a whole lot easier.

Now

Safe – Quick – Convenient
Less Time Off the Job
Greater Comfort
Incentives?

Now, get free pizza for undergoing vasectomy

Mar 16, 2012, 07.50PM IST

NEW YORK: A urologist in US is offering free pizzas to men who are willing to receive a vasectomy during March Madness - the NCAA Men's Division I Basketball Championship.
Answer Objections

Men over 25 want:

1. Their partner’s trust and support
2. Separation from younger clients
3. VMMC without mandatory HIV testing
4. Males for in-take and preparation
5. Convenient service times & locations
6. Refreshments
7. To be treated with gratitude and respect
Answer Objections

Men over 25 want:

1. Their partner’s trust and support
2. Separation from younger clients
3. VMMC without mandatory HIV testing
4. Males for in-take and preparation
5. Convenient service times & locations
6. Refreshments
7. To be treated with gratitude and respect

So let them have it.
Solve Problems

Just because Sex Takes a Holiday, Life doesn’t Have to.

• Abstinence Calendars – activities listed
• Community events – women, men plan for fun
• Couples nights – anticipate treats
• Movie nights – Part of the VMMC Services
• Compete – Recognition for most novel alternatives
• Publicize – Sex (or lack of it) makes news
• Divide and conquer – recognition for milestones
• Your ideas
• Community Ideas
• Celebrate – Show tribute to those completing VMMC
  (unless man or family decline)
4-Pronged Approach for Community or Mobile Sites

**Voices** – Recruit peer educators (PEs) identify, target and provide outreach to key opinion leaders and influencers in target location. Explain public health benefit and their role toward achieving an AIDS-Free Generation.

**Mobilize** – Sign ‘em up. It’s party time with music, videos and promotional give-aways. Conduct discussions, contests, role plays with groups of 50-100. Promote mobile/community VMMC clinic dates and times.

**Move in** – PEs accompany mobile clinic staff to encourage more men to get MC. Door to door outreach may be appropriate. PEs work with women on their role in helping their men make it through the cut.

**Celebrate** – Recognize the community commitment, cooperation and collaboration. They did it together!
Demand Creation
Elements, Issues & Ideas

Dan Rutz
Division of Global HIV/AIDS
Centers for Disease Control and Prevention
September 26, 2012