Variety : The new innovation!
No one size fits all on the way to 1 million VMMCs in SA

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Prevention Studies
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SA key contributions to VMMC science

• Orange Farm RTC
• MOVE in Africa (Static and Mobile)
  – SYMMACCS
• Community Level Impact studies
  – Cross sectional surveys 2007-2008 and 2010-2011
  – Biometric data collected
  – Questionnaires
  – Findings?
Findings Impact Studies 2007-2011 in OF?

Uptake of VMMC:
- VMMC Prevalence up. 17% in 2007 to 55% 2011

New infections?
- Decreased dramatically!
- 76% down!

Prevalence:
- Decreasing
- 15.4%-12.3%

Community level impact
- early signs encouraging
- VMMC cost effective

2012?
- survey complete
- Data pending
SA Program at a glance

**SUCCESSES**
- 750,000 VMMCS
- Rapid scale up since mid 2010
- 85% over 15 years of age
- 1500 HCPs train
- Strong, diverse local partner support sector

**CHALLENGES**
- Seasonality
- Targeting older clients
- Follow ups
- Consistent standardized AE reporting
- Reaching and breaking saturation barriers

**ENVIRONMENT**
- SA’s Regional and historical variety needed to be considered
- Variety of talented experienced local partners innovating
- Multiple demand creation and operations approaches
1 Million in sight!

Variety is key!

- Geographic, cultural and seasonal specific responses!
- Organizational sharing

Operational Model Variety

- MOVE:STATIC and MOBILE
- Winter campaign focused/ (90000 in 20012) Summer Geographic span focused.
- Liquid HR concept!
- EIMC

Demand Creation Variety

- 2 Tiered: Mass Media and Localised.
- Season Specific: Winter and Summer messaging diverse
- Intense age focus : older

Technological Variety

- Rightmax: Improved M&E
- Electronic interactive education:
- Biometrics:M&E
- Battery Diathermy
- Devices

Variety is key!
Questions?

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