



Population Services International

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Social Marketing for Communications and Health

MEDIA BRIEF

TO: Media Initiative E. A. (MIEA)

CAMPAIGN: Voluntary Medical Male Circumcision

14/07/09

BACKGROUND

Clinical Trials of Male Circumcision for HIV prevention

Clinical trials conducted in Sub-Saharan Africa have shown that medically performed circumcision is safe and can reduce men's risk of HIV infection during vaginal sex by about 60%. In Kenya, 2,784 men aged between 18 – 24 years joined a study in Kisumu. HIV risk was reduced by about 53% among those circumcised. An ongoing follow-up study found that this protective effect was sustained over 42 months, reducing men's chances of becoming infected with HIV by 64%

Social and Behavioral Research on Male Circumcision for HIV prevention

Acceptability Studies

A review of acceptability studies (8) conducted in six Sub Saharan countries found that 65% of uncircumcised men (from communities that traditionally don't circumcise) would be willing to be circumcised. Four of the eight studies included women. Almost 70% of the women said they would prefer that their partners be circumcised.

Sexual function and satisfaction

There are a range of concerns and beliefs about how circumcision status affects sexual function and sexual pleasure. Data on changes in the sexual performance or sexual satisfaction of men following circumcision are limited and conflicting.

In the trial conducted among 2,674 men in Kisumu, Kenya, there were no reported differences in sexual function between circumcised and uncircumcised men. Sixty-four percent of the circumcised men who were available for follow-up at 24 months reported greater penile sensitivity after circumcision, and 54 percent reported enhanced ease in reaching orgasm.

Risk Perception

In Kenya, circumcised participants reported more unprotected sex acts than their uncircumcised counterparts did.

Safety of Male circumcision:

Studies of male circumcision show that the procedure is safe when it is performed in a clinical setting by well-trained providers who have the necessary equipment and supplies. When circumcision is provided in non-medical or ill-equipped settings, however, post-surgery complications are common and may be severe. The main complications of circumcision in adults and adolescents include delayed healing, infection, and bleeding.

Overall Communication Goal:

Ultimately, the communication strategy aims to help in meeting the program's vision which is to 'reduce the incidence of HIV infections to help create an AIDS free generation' and mission which is 'provide framework for safe, accessible and sustained male circumcision services'.

Raise awareness, create and maintain demand for VMMC as a medical method to reduce the risk of heterosexual acquisition of HIV infection by men, within the framework of comprehensive HIV infection risk reduction interventions

Specific Communication Objective

1. To increase the level of awareness of VMMC as a method to reduce the risk of heterosexual acquisition of HIV infection and to create and maintain demand for VMMC as a HIV prevention strategy.
2. To increase proportion of communities, families and individuals who support and encourage VMMC as a HIV prevention method
3. To engage with communities, families, individuals and key stakeholders to facilitate dissemination of sufficient and accurate information about VMMC as a HIV infection risk reduction method, in ways that minimize potential harms to the individuals and larger communities in any given context while ensuring a coordinated and effective information process and adherence to the national public health guidelines and regulations.

Target audiences

Males aged between 18 and 30

This is the core primary audience. They have reached the age of majority and are sexually active. They take individual decisions about their sexual lives and are mostly married or about to get married. This group is most affected by HIV/AIDS and other sexually transmitted infections mainly as a result of the level of sexual activity and propensity to risky sexual behaviours. Most in this group have basic level education and are exposed to a variety of media.

Message take-out

I now know the importance of VMMC as part of the HIV prevention methods. I also know where to get these services and will consider going for it.

Campaign scope –

National - Consider one station

Nyanza regions – Radio stations specific to this region and the target audience

Campaign materials

1. Radio – to be scripted and produced by the radio stations. Languages: Kiswahili and Luo
2. Print – FP FC and HP FC. To be schedule during the launch period.

Agency deliverable

1. Media plan and supportive rationale for selection of media channels

Considerations

1. Radio activations and spot buys that will be necessary to create discussions around Voluntary Medical Male Circumcision.
2. Reaching the target audience especially in the Nyanza region where it is less practiced.

Timings

We hope to break media end July 09 and air for at least 5 months up to December 09.

Budget

Kshs 4 million – radio

Kshs 1 million – print