Communicating About VMMMC Devices

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New opportunity for success

- **Inject** new energy into VMMC scale-up
- **Overcome** some key barriers to VMMC
- **Empower** clients as decision-makers
- **Respect** for the “ask”
The challenge of choice

- **Meeting demand** just got more difficult

- **Differentiating** between methods complicates messaging

- **Simplifying without distorting** becomes our mandate
VMMMC Communication Considerations

When promoting VMMC in the context of available devices, we must consider:

RATIONALE: Why is this important? Understand values.

EMPHASIS: Balance of benefits + method

AUDIENCE: Targeted approach

SOURCE: “Go-to” champions of VMMC/devices at all levels

TIMING: Points of optimal attention, receptivity

COORDINATION: Consistent messages Supply-demand balance
Building the case

• What we’ve done:
  – Articulated the needs met by devices
  – Documented clinical integrity
  – Identified groups/populations affected by device availability
  – Assessed local implementation considerations (pilots underway)

• What we still need to explore:
  – How target populations will respond;
    • What motivates that response; and,
    • How to ensure that response results in positive health outcomes
Time and attention spans are in short supply – what do we emphasize?

VMMC
Individual health benefits
Masculine and social-norm ideals
Altruism, public health benefit
An AIDS-Free Generation

DEVICE-BASED VMMC
New alternative(s)
Pros/cons vs. surgery

SPECIFIC DEVICE
Pros/cons vs. other devices
Targeted approach

**POLICY- AND DECISION-MAKERS**
- Efficiency booster
- Cachet
- Age limits
- Necessary back-up

**PROVIDERS, PROGRAM MANAGERS**
- Easy to learn / easy to use / easy to add
- Public health partners need to know
- Honesty all the way
- Not for everyone, but ideal for some

**MEDIA**
- Mind the hype
- Devices in perspective
- Trained journalists = more responsible coverage

**COMMUNITY/INDIVIDUALS**
- Correct, consistent information through existing community-level channels
- Offer respect, earn trust
- In absence, risk of (increased) myths and misinformation
Respect, as shown through excellent professional service drives VMMC demand.

Satisfied customers help to create new VMMC demand.
VMMC communication + 1 device

Respect, as shown through excellent professional service drives VMMC demand

Information & tools
Attention & delivery
Service capacity
Service quality

Group education
One-on-one counseling
Pre-op assessment and counseling
MC procedure
Post-op recovery and counseling
Follow-up and counseling

PrePex
Options Pros and Cons Standards
Introduction Testimonials Champions
Cooperation Coordination
Empathy Competency Efficiency Respect

Follow-up, satisfaction
Emphasis Transparency Follow-up

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- One-on-one counseling
- Pre-op assessment and counseling
- MC procedure
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- Follow-up and counseling

**Information & tools**
- Options
- Pros and Cons
- Standards

**Attention & delivery**
- Introduction
- Testimonials
- Champions

**Service capacity**
- Cooperation
- Coordination

**Service quality**
- Empathy
- Competency
- Efficiency
- Respect

**Follow up, satisfaction**
- Emphasis
- Transparency
- Follow-up

**PrePex**
- More Choices
- More Guidance

**Shang Ring**
- Tailored Strategy
- Ease
- Confusion
- Specialization

**Formal Review**
- Focus
- Groups
Discussing VMMC options with clients

• Local resources may influence the discussion

Key principles:
– VMMC benefits are independent of method
– Counselors should be educated in all options and avoid bias
Supply-demand balance

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<th>Supply</th>
<th>Demand</th>
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| Inefficiency  
  High unit costs  
  Poor staff morale  
  VMMC perceived undesirable | Needs met  
  Targets reached  
  Optimal unit costs  
  Positive program perception  
  *Results: Reduced HIV infections*
| Limited investment  
  Limited results  
  Low visibility | Long queues  
  Lack of preferred method  
  Wasted time, lost income  
  Staff exhaustion/burnout  
  VMMC perceived desirable | *Result: Demand decreases*

**Enablers**
- Compelling, culturally sound information
- Concise, accurate communication
- Real-time information on method availability
- Service content and quality, not just quantity

*Result: Budgets decrease*
*Result: None*
Sustaining VMMC Demand

• Build, maintain client satisfaction
  – Technical competency includes client interaction skills
  – Anticipate, meet client needs
  – Respect his concerns
  – Thank him

• Happy clients build VMMC demand
  – A “milestone” life event
  – Extremely vulnerable undertaking
  – A responsible choice
  – An opportunity to take pride in achievement
Take home points

• Much of VMMC demand is built through service quality, availability and outcomes; service design and quality cannot be divorced from communication, especially as new devices complicate service availability

• It is our responsibility to provide impartial, balanced information about available circumcision methods

• This is an opportunity to revisit the quality and content of VMMC education and counseling