

Minimum packages for VMMC demand creation

VMMC Service delivery mode	Demand creation strategies	Remarks
Routine (this is where there is just static site such as health centres and district hospitals)	<ul style="list-style-type: none"> • Branded banners or sign posts displayed at the facility • Preliminary briefing meeting between demand creation team and service delivery team • Meetings with local leaders, religious leaders and other influential people in the community • meetings with older men and women surrounding the service delivery point • availability and distribution of communication materials • utilization of village discussion groups/meetings/gatherings • meetings with initiators • brief health centre staff and allied workers • utilize health facility health education talks to include VMMC 	
Mini campaign (this is where there is a combination of static and mobile sites)	<ul style="list-style-type: none"> • village discussion groups • public talks in schools • interactive drama sessions • meetings with initiators • letters to Mosques and churches • brief health centre staff and allied workers • strategic partnership with the private sector • community film shows 	At least a large % of these activities have to be done according to the VMMC service delivery mode
Mass campaigns (this is where there is a combination of static, mobile and tents and is aimed at reaching a target for that period. Suitable for school holidays)	<ul style="list-style-type: none"> • Community filming/shows • Road shows with bands and popular artists/comedians • Availability and distribution of promotion materials (t-shirts, caps, wrist bands etc) • Interactive drama sessions • village discussion groups • use of popular dancing troupes • public talks in schools/colleges • letters to Mosques and churches • brief health centre staff and allied workers • work with the village health committees • use of VMMC champions (women and satisfied clients) • strategic partnership with private sector • mass media through radio/community radios 	In mass campaigns, some of the above strategies could be employed though they have not been listed here. however, those in this category have to be a priority because of reach and immediate feedback