

Variety :The new innovation!

No one size fits all on the way to 1 million VMMC's in SA



By Dr Dino Rech

Centre for HIV and Aids
Prevention Studies
MD



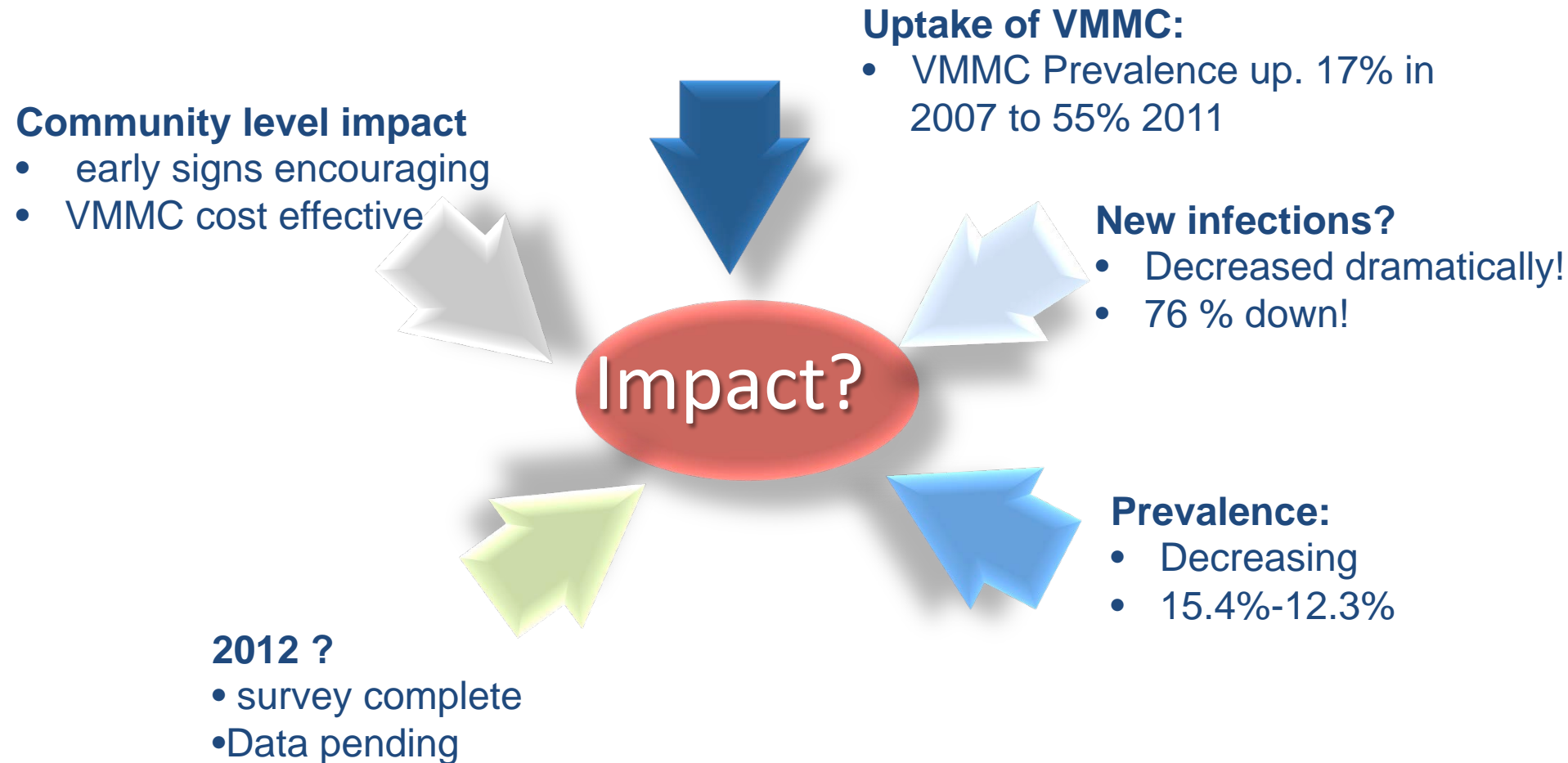
USAID
FROM THE AMERICAN PEOPLE



SA key contributions to VMMC science

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

Findings Impact Studies 2007-2011 in OF?



SA Program at a glance

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

SUCSESSES

C

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

CHALLENGES

C

- SA's Regional and historical variety needed to be considered
- Variety of talented experienced local partners innovating
- Multiple demand creation and operations approaches

ENVIRONMENT

C

1 Million in sight!

Variety is key!

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

Operational Model Variety

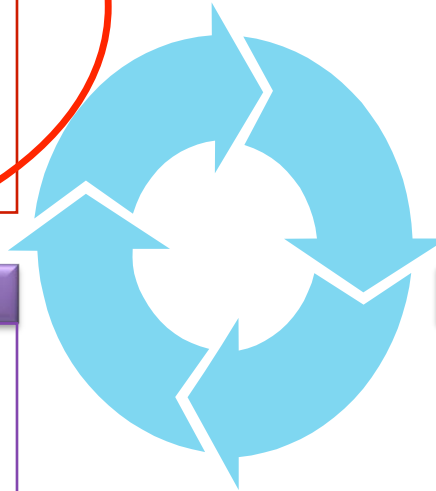
- MOVE:STATIC and **MOBILE**
- Winter campaign focused/
(90000 in 20012) Summer
Geographic span focused.
- **Liquid HR concept!**
- EIMC

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



Questions?

Thanks you to the South African National Department of Health, The SA VMMC TWG, and our funders.



SOUTH AFRICANS AND AMERICANS
IN PARTNERSHIP TO FIGHT HIV/AIDS



TREATING AIDS SERIOUSLY



ADVANCING HEALTH FOR MEN