



PEPFAR

U.S. President's Emergency Plan for AIDS Relief

Demand Creation Elements, Issues & Ideas

Dan Rutz
Division of Global HIV/AIDS
Centers for Disease Control and Prevention
September 26, 2012

Presentation content may or may not reflect official US
Government positions or policy.





PEPFAR

Public Health Role in Demand Creation

We don't create demand



They do.





PEPFAR

Public Health Role in Demand Creation

We can only hope to influence demand



by connecting with our audiences' values.



It's All about Feelings

Demand:



I WANT



what I WANT



when I WANT it.

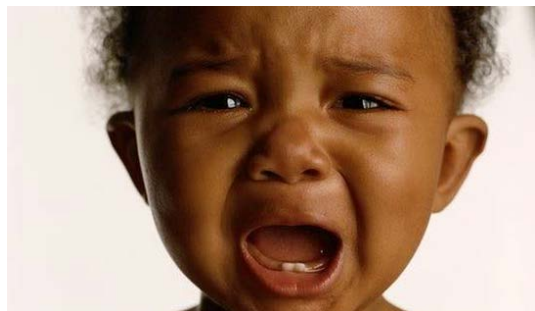




PEPFAR

It's All about Feelings

Demand:



I WANT



what I WANT

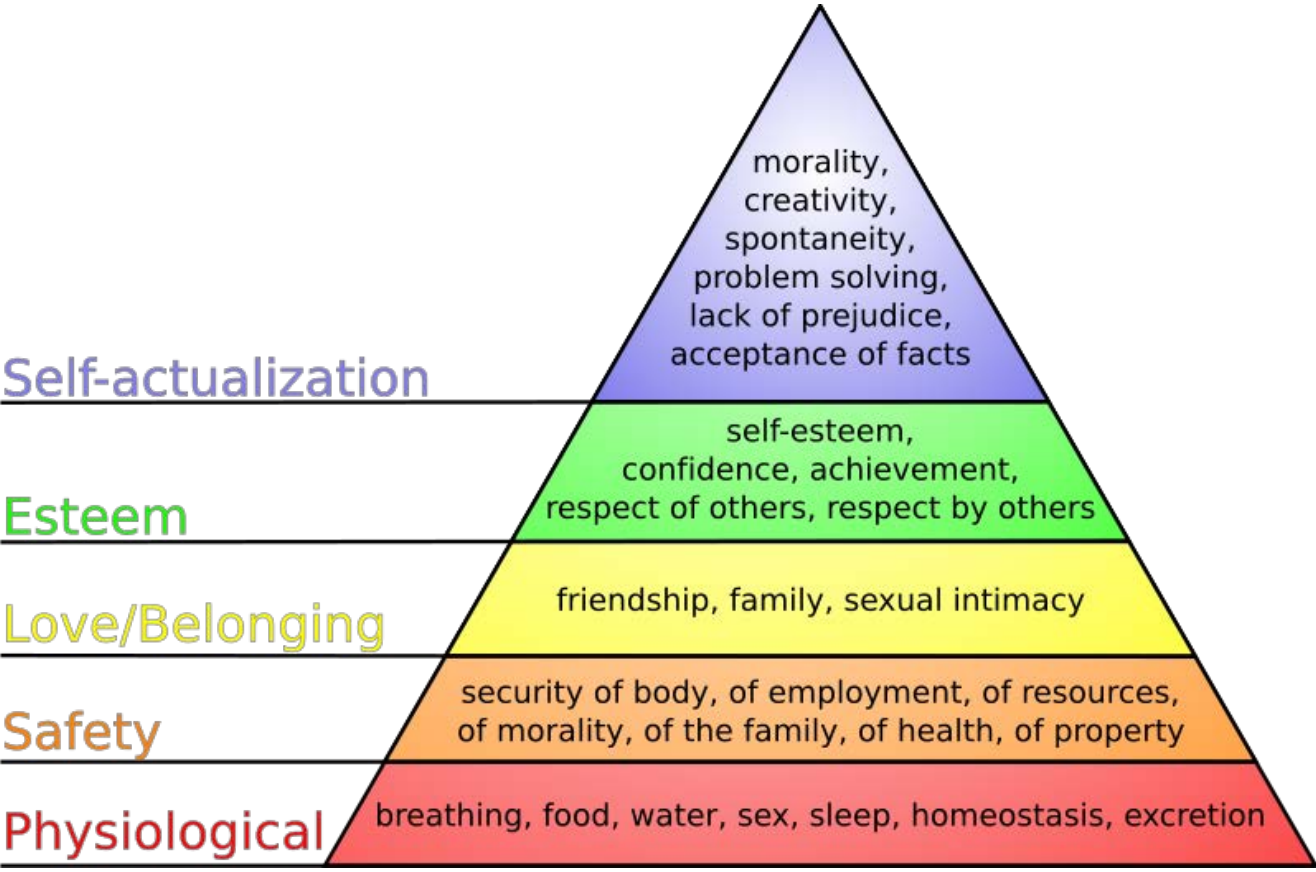


when I WANT it.

Speak to their **NEEDS**
and
Inspire their **WANTS**



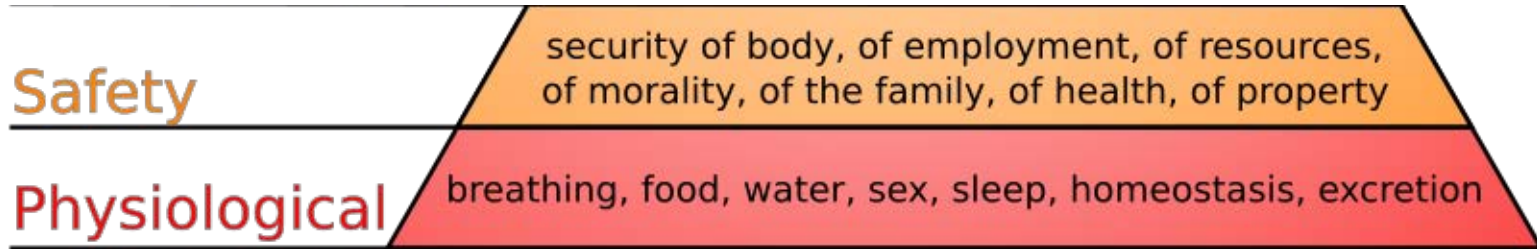
Appeal to Audience Needs



Maslow Hierarchy of Needs



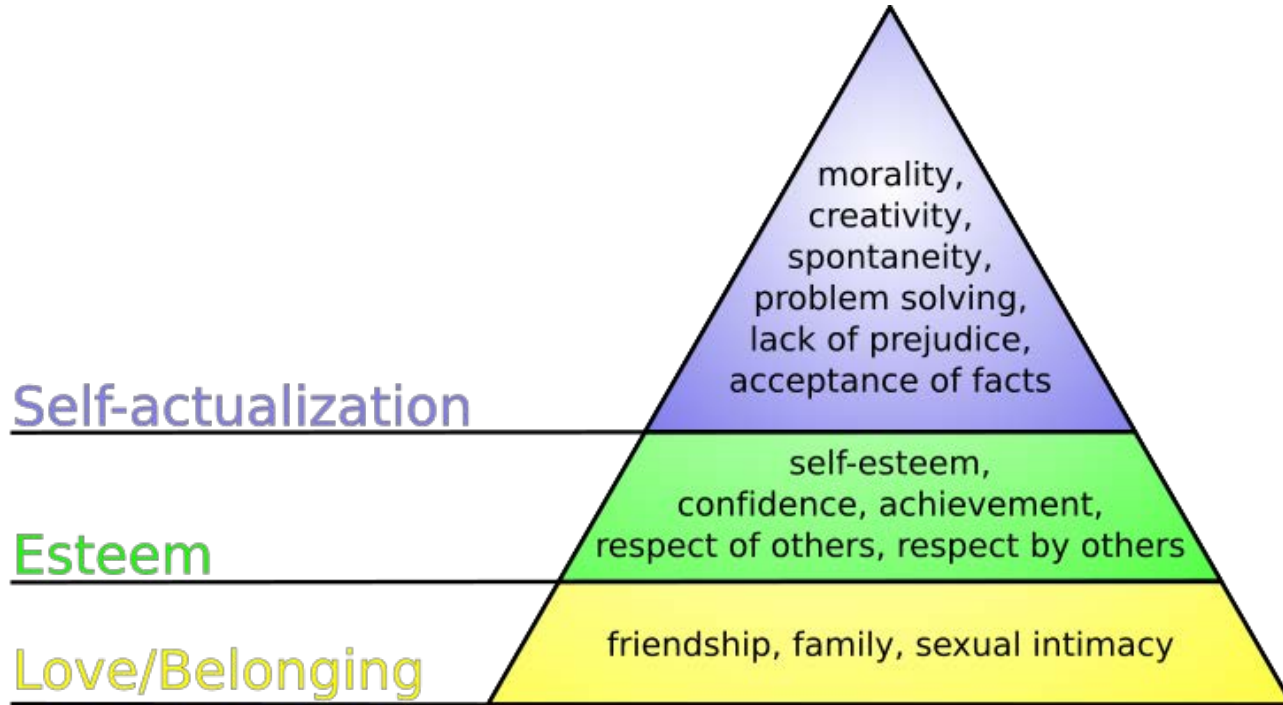
How We're Doing



- Current VMMC Demand Creation tends toward the “basics.”
- If those needs are already being met, why should anyone care or WANT?



Where We Might Go Next



- Touch an unmet need to make me WANT.
- My WANT, in turn spawns (creates) my DEMAND



Recipe for Demand Creation

Add Women to Attract Men



He's strong; he's gentle.

He chose VMMC to help keep us
safe and happy.

He's a real man.

He's the love of my life.



Love/Belonging

friendship, family, sexual intimacy



Recipe for Demand Creation

Simmer in Self-confidence and Purpose



Male Circumcision reduces a man's risk of HIV infection by 60 percent, and reduces the risk of spreading HIV and other sexually transmitted infections.

Men, who protect themselves through male circumcision, also protect the women they love.

**I believe in myself.
I need to be here for them.
VMMC will help assure that I am**



Esteem

self-esteem,
confidence, achievement,
respect of others, respect by others



Recipe for Demand Creation

Cook with Emotion, Season with Science



VMMC is
My choice for
an AIDS free
Generation

morality,
creativity,
spontaneity,
problem solving,
lack of prejudice,
acceptance of facts

Self-actualization



Novel Approaches

Give people something important to do



Our husbands chose VMMC to protect us.

So we're keeping them comfortable as they heal.





PEPFAR

Novel Products



**This New Device
is making
Medical Male
Circumcision a
whole lot easier.
Now**



**Safe – Quick – Convenient
Less Time Off the Job
Greater Comfort**



Incentives?

Now, get free pizza for undergoing vasectomy

Mar 16, 2012, 07.50PM IST

NEW YORK: A urologist in US is offering free pizzas to men who are willing to receive a vasectomy during March Madness - the NCAA Men's Division I Basketball Championship.



Answer Objections

Men over 25 want:

1. Their partner's trust and support
2. Separation from younger clients
3. VMMC without mandatory HIV testing
4. Males for in-take and preparation
5. Convenient service times & locations
6. Refreshments
7. To be treated with gratitude and respect



Answer Objections

Men over 25 want:

1. Their partner's trust and support
2. Separation from younger clients
3. VMMC without mandatory HIV testing
4. Males for in-take and preparation
5. Convenient service times & locations
6. Refreshments
7. To be treated with gratitude and respect



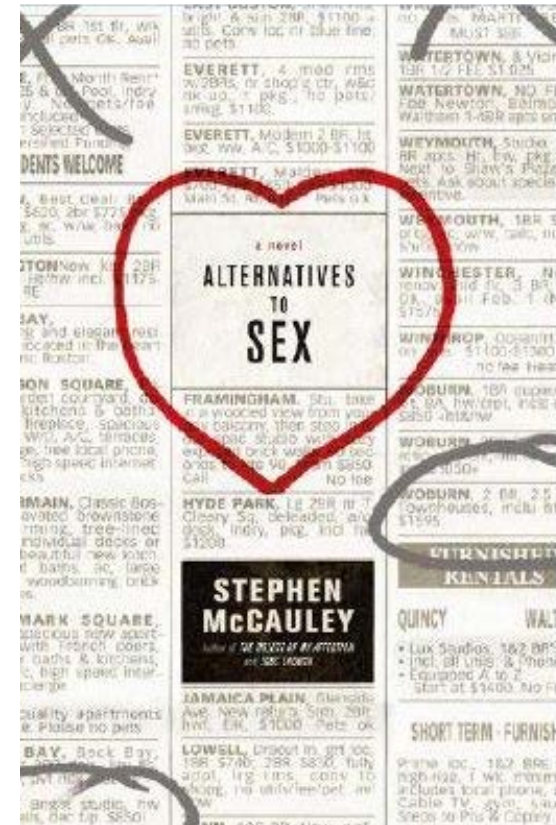
So let them have it.



Solve Problems

Just because Sex Takes a Holiday, Life doesn't Have to.

- Abstinence Calendars – activities listed
- Community events – women, men plan for fun
- Couples nights – anticipate treats
- Movie nights – Part of the VMMC Services
- Compete – Recognition for most novel alternatives
- Publicize – Sex (or lack of it) makes news
- Divide and conquer – recognition for milestones
- Your ideas
- Community Ideas
- Celebrate – Show tribute to those completing VMMC (unless man or family decline)



4-Pronged Approach for Community or Mobile Sites

Voices – Recruit peer educators (PEs) identify, target and provide outreach to key opinion leaders and influencers in target location. Explain public health benefit and their role toward achieving an AIDS-Free Generation

Mobilize – Sign 'em up. It's party time with music, videos and promotional give-aways. Conduct discussions, contests, role plays with groups of 50-100. Promote mobile/community VMMC clinic dates and times.



Move in – PEs accompany mobile clinic staff to encourage more men to get MC. Door to door outreach may be appropriate. PEs work with women on their role in helping their men make it through the cut.



Celebrate – Recognize the community commitment, cooperation and collaboration. They did it together!





PEPFAR

U.S. President's Emergency Plan for AIDS Relief

Demand Creation Elements, Issues & Ideas

Dan Rutz
Division of Global HIV/AIDS
Centers for Disease Control and Prevention
September 26, 2012

