



USAID
FROM THE AMERICAN PEOPLE



Maternal and Child Health
Integrated Program

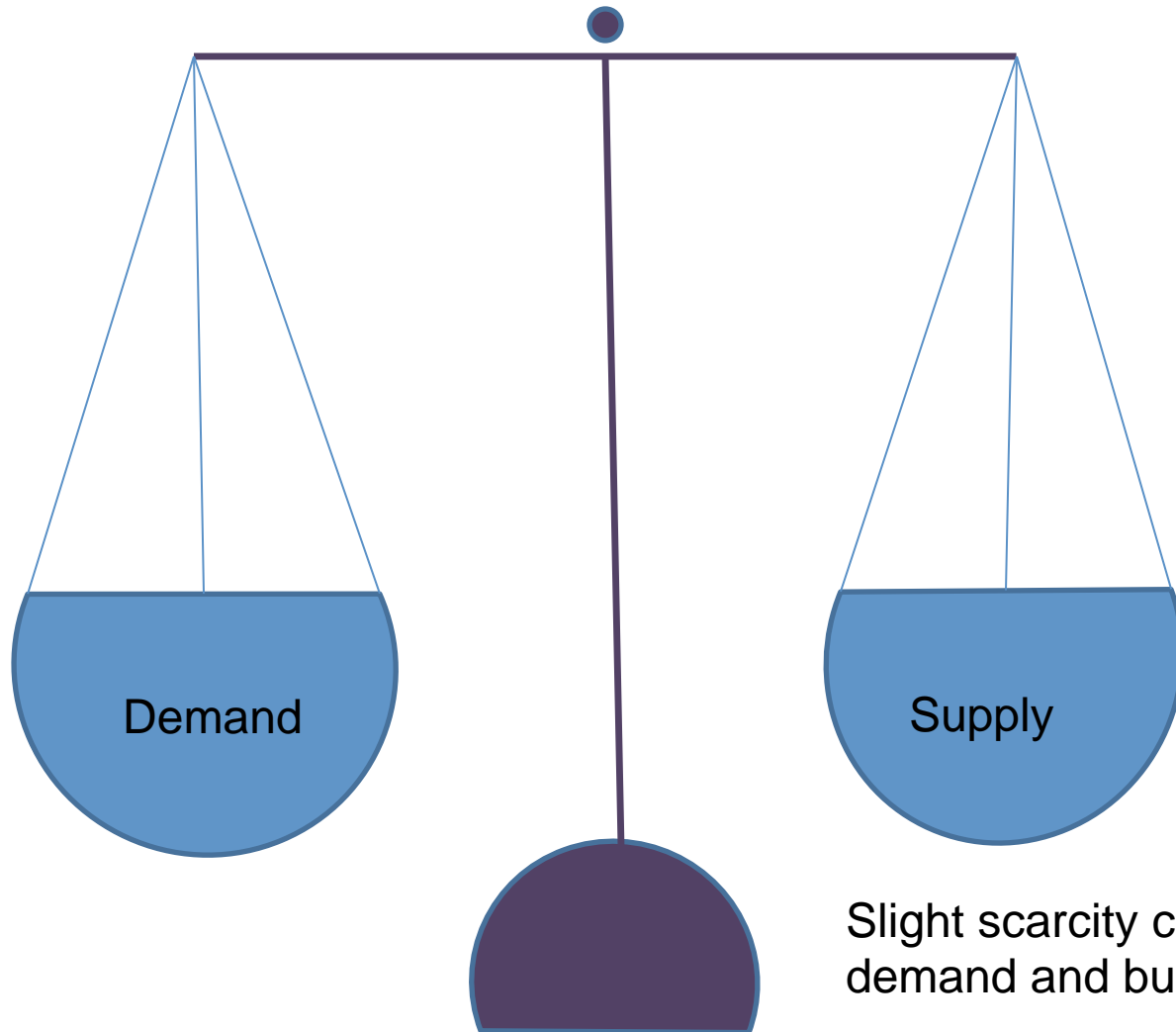


TANZANIANS AND AMERICANS
IN PARTNERSHIP TO FIGHT HIV/AIDS

Getting to Know Key Audiences: Field Research that Informs Demand Creation Strategy

Hally Mahler, Jhpiego/Tanzania
Presented for WHO/PEPFAR VMMC Meeting
Johannesburg, South Africa
26 September 2012

In an Ideal World...



Slight scarcity can create demand and buzz for product

Supply

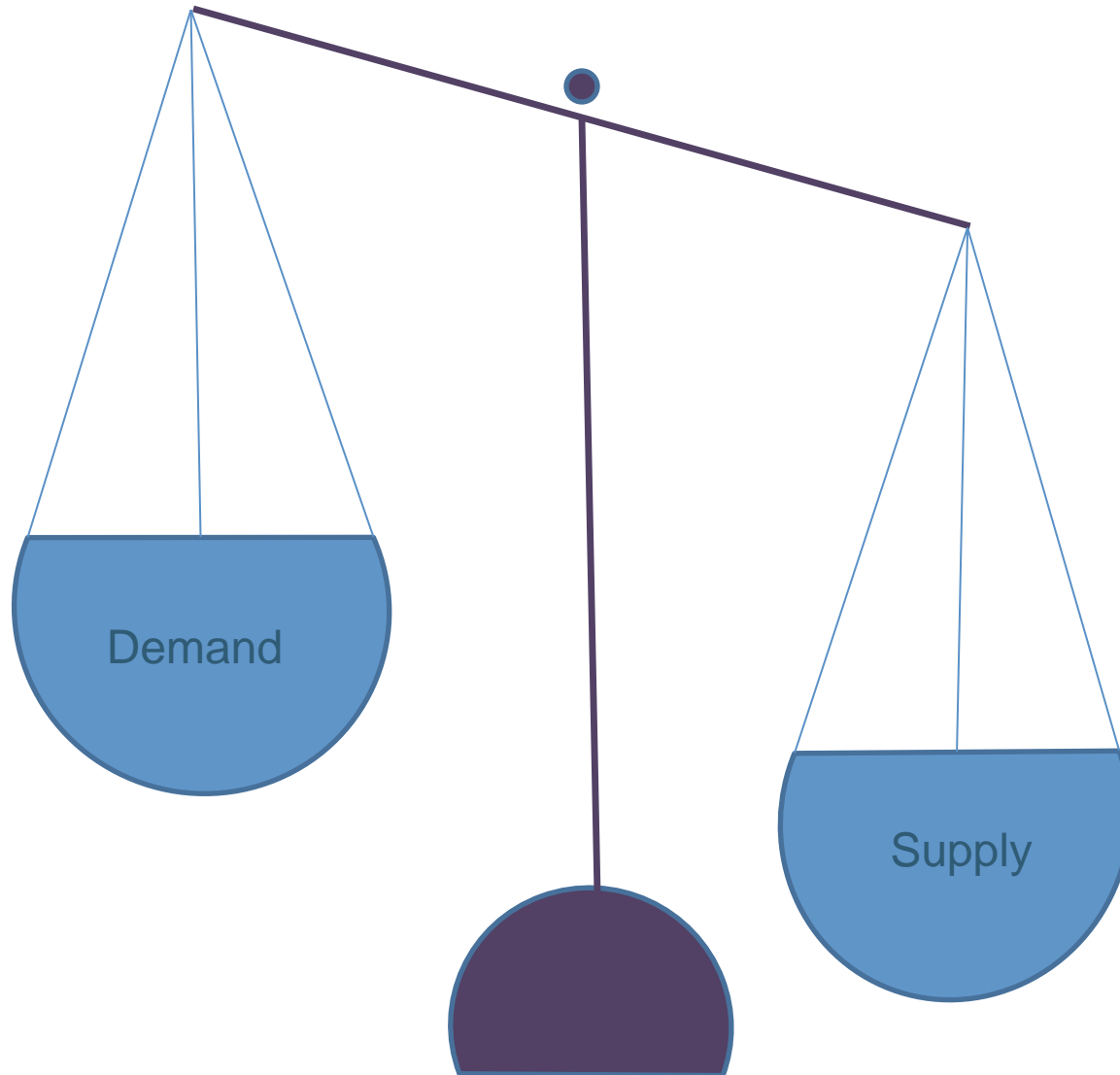


Demand



Makambako Health Centre, June 2011

Problem Plaguing Many Countries



A Not So Ideal World

Empty Waiting Areas



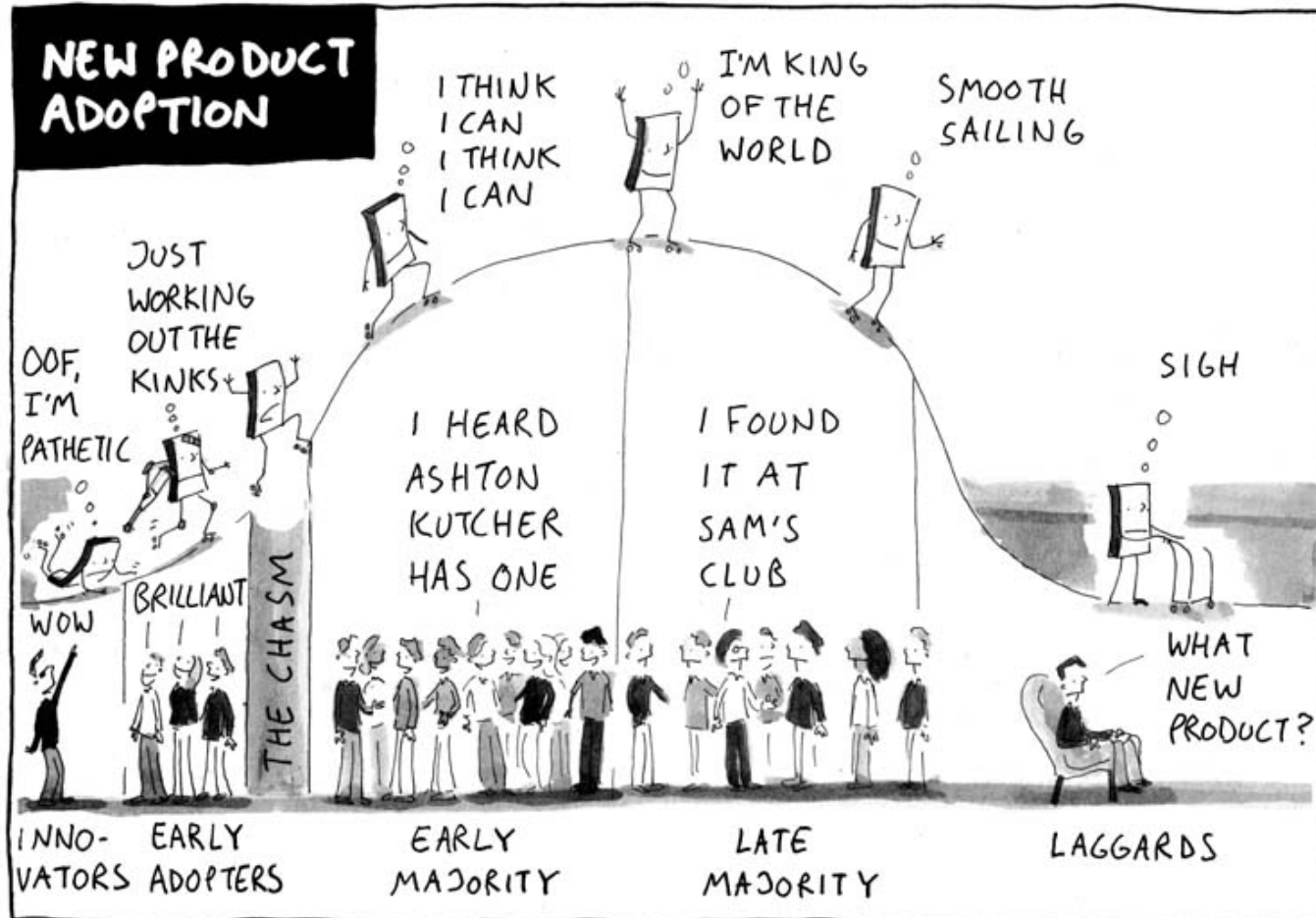
Idle Providers



Diffusion of Innovations

BRAND CAMP

by Tom Fishburne



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Stages of Change Models

- Different people need to hear different things...



Something for Everyone?

Orodha ya hospitali na vituo vya afya vinavyotoa huduma ya bure ya Tohara kwa wanaume katika mikoa ya Iringa na Tabora

Vituo vya Mkoa wa Iringa	Vituo vya Mkoa wa Tabora
• Hospitali ya Mkoa, Iringa	• Hospitali ya Mkoa, Tabora
• Hospitali ya Toamasungu	• Hospitali ya Wilaya, Ngoma
• Hospitali ya Lugalo	• Hospitali ya Wilaya, Iringa
• Kituo cha Aya, Ngome	• Hospitali ya Jaco, Mwanambao
• Kituo cha Aya cha Jaco (14 K), Mwanambao	
• Hospitali ya Wilaya, Mafinga	
• Kituo cha Aya Usokani	
• Hospitali ya Simbula	
• Hospitali ya Kulu	
• Hospitali ya Wilaya, Mawala	
• Hospitali ya Wilaya, Ludewa	
• Kituo cha Aya, Mwanambao	
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• Hospitali ya Mwanambao	

[Sikiliza Radio ili kujua vituo vingine zaidi.]

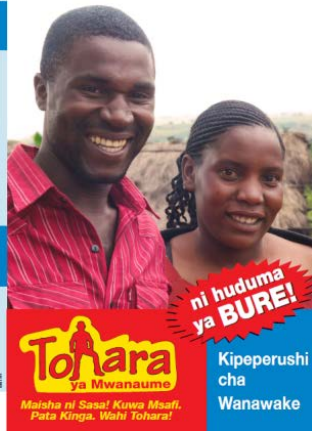
Wanaume wenye umri wa miaka 20 na kuendelea watapeleka kipaumbele.
Kwa walio chini ya umri wa miaka 18 ni lazima waambatanane na wazazi au waliotai wao.

Tohara
Maisha ni Sasa! Kuwa Msaifu, Pata Kinga, Wahi Tohara!

Il kuhupuka huduma ya bure ya Tohara, fika katika kituo cha afya au piga simu: 0686 884 737 (Iranga) na 0686 884 233 (Tabora)

Il kujua zaidi kuhusu Tohara na fada zake tumia neno TOHARA kwanza 15014

USAID, ACHP, Mwanambao, Mwanambao



ni huduma ya BURE!

Tohara
ya Mwanaume

Kipeperushi cha Wanawake

Orodha ya hospitali na vituo vya afya vinavyotoa huduma ya bure ya Tohara kwa wanaume katika mikoa ya Iringa na Tabora

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ni huduma ya BURE!

Tohara
ya Mwanaume

Kipeperushi kwa ajili ya Jamii

Women

Men

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ni huduma ya BURE!

Tohara
ya Mwanaume

Kipeperushi cha wawulana na walezi wao

Adolescents and Guardians

When Demand Doesn't Match Supply (or isn't in the desired profile...)

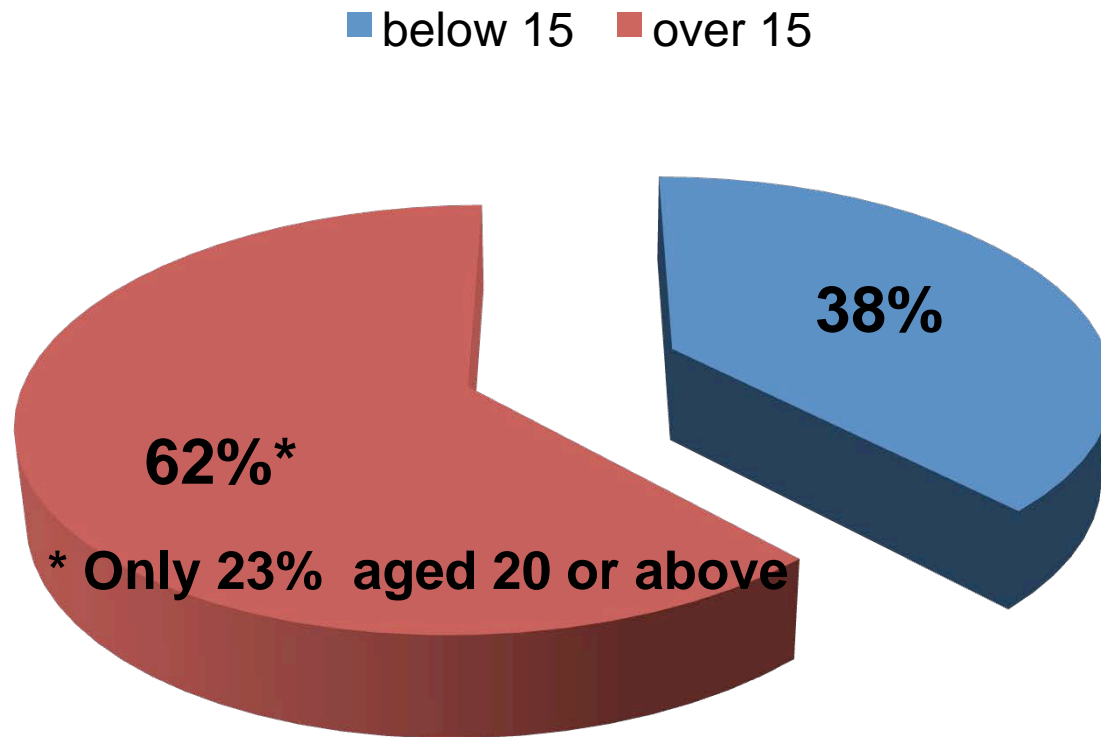
- Investigate why



Example: Tanzania and Age of VMMC Clients



MCs by Age – All Delivery Models



“Embe” Formative Assessment

- In 2011 MCHIP conducted a formative assessment to explore facilitators and barriers to VMMC service uptake by clients aged 20 and above in Iringa region.
- Conducted other “dip stick” surveys and key informant interviews over the past year
- Issues fall into two categories
 - Socio-cultural barriers
 - Service delivery-related barriers

Socio-cultural Facilitators and Barriers

Facilitators	Barriers
Positive perception of circumcised men by both men and women	Strong preference for circumcision at pre-adolescence
Community thinks of circumcision as “clean”, “hygienic”	Stigma associated with being circumcised after marriage, particularly after children (because of association between HIV/STIs and VMMC?)
Many women express preference for circumcised men	Fear of partners straying during the abstinence period
Women starting to talk to/try to convince their partners to seek VMMC	Lack of confidence in ability/desire to abstain for six weeks post-circumcision
Perception that circumcised men are better/more pleasurable lovers	Inability/lack of desire to take “off” the days needed to attend services and heal

Approaches – Build on Facilitators

- Greater engagement of female partners in making the case for VMMC
 - Increase in community mobilization and IPC directed towards women (and by women)
 - Print materials and radio designed to help women make the case to partners
- Reinforce positive perception of VMMC as “clean” and “hygienic”
- Allow women to say in their own words what they think of circumcised “lovers/partner”
- Use “satisfied clients” to make the case to other men and women

Address the Barriers (1)

- Try to mitigate link between HIV/STI prevention through VMMC and perceived promiscuity
 - Make additional case of VMMC as modern, clean, hygienic, free, preferred by many women (in community and print and mass media)
 - Link these attributes to being a good husband/father



Address the Barriers (2)

- Enhance communication and practical skills of both men and women to prepare for and implement the abstinence period
 - Prepare men and women in the community prior to service provision – to make family plan (IPC and radio)
 - Enhanced post-operative counseling and brochure with practical tips

Service Delivery Facilitators and Barriers

Facilitators	Barriers
Availability of VMMC services is widely known	Loss of face associated with exposing genitals in public environment
Services perceived as high quality and safe	Loss of face in waiting with and being served along with younger people from the community
Community knows providers have been specially trained to provide VMMC	Service sites “overrun” with adolescents, particularly during campaign and outreach activities
Services are free	Services not always available when man is available

Build on Facilitators

- Continue to promote services as safe and free, offered by highly trained providers
- Use providers own voices to promote services via radio



Address the Barriers (1)

- Promote static sites as VIP services for adult men
 - May require moving away from MOVE-style high volume/assembly-line approach
 - Enhance privacy
 - Offer appointments
- Offer special service delivery days for older men during outreach/campaign activities
 - Tried that in November and February to limited effect because youth still came in larger numbers and providers did not turn them away

Address the Barriers (2)

- Offer separate waiting areas/service delivery areas
- Offer special hours for clients who need them
- Offer special mobile teams to serve older clients ONLY
- Consider static sites opened 6 days per week



When Something Doesn't Work

- How will you know?



- Must keep retesting!



Revised Branding



Take Home Messages



- Effective demand generation efforts require knowing your audience and adapting to their needs
- When it isn't working, investigate and make changes! Keep going..

Thank You

