

# MMC Demand Creation

Brothers For Life



health

Department:  
Health  
REPUBLIC OF SOUTH AFRICA



**USAID**  
FROM THE AMERICAN PEOPLE



# National Objectives

- Increase knowledge of the HIV and sexual health benefits of MMC from 8% (2009) to 80% by 2016.
- Increase awareness of the availability of safe MMC services within communities to 80% by 2016.
- Increase the number of men who are medically circumcised from 37% in 2009 to 70% by the end of 2016.
- Increase the number of men ever tested for HIV from 48% to 80% by 2016.
- To reduce the % of young men reporting having multiple partners from 30% (2009) to 15% by 2016.
- To sustain high rates of condom use amongst young men (70%+) and to increase the rates of condom use amongst men 30 – 40 years of age from 45% - 55%.

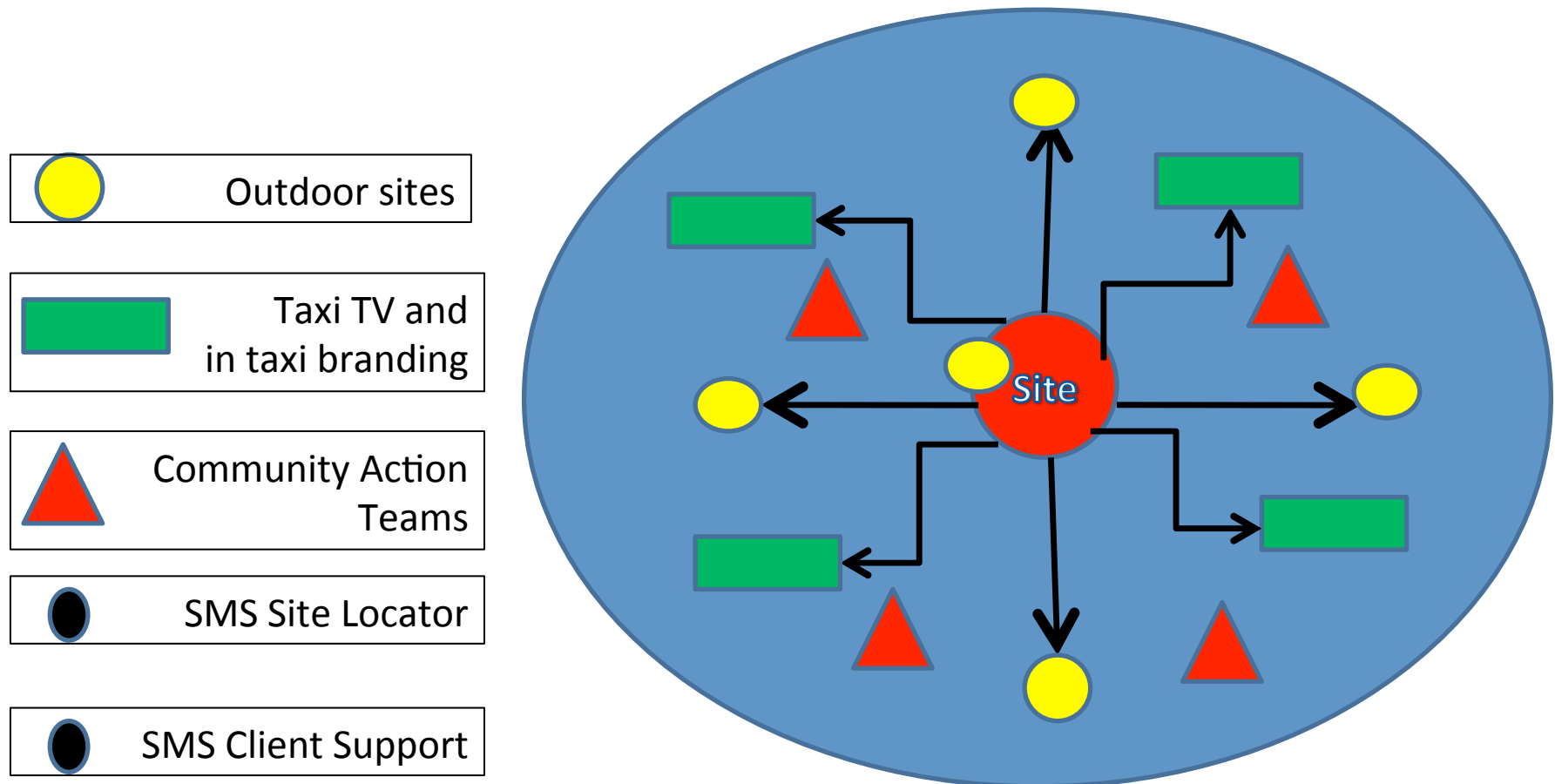
**Data Source: National Communication Survey**

# Target Audiences

- Young men 15 – 24
- Older men 24+
- Secondary Audiences:
  - Women and Girls
  - Policy and decision makers
  - Health care workers
  - Traditional leaders

# Model for Demand Creation to promote men's health including male circumcision

National/Provincial Radio and Television Campaign



# The mix of interventions

## Mass Media

- Television and radio PSAs
- Print Publication
- Radio Talk Shows
- Outdoor media
- Internet Site
- Facebook page
- SMS technology

## Interpersonal Communication

- Men's Health and lifestyle toolkit.
- Training of Trainers
- Community Dialogues
- Men's groups doing outreach in communities, workplaces, and places where men gather.

## Advocacy

- Quality Men's Health services including psychosocial support for men.
- Safe medical male circumcision

# IN THE BEGINNING... 2010 - 2012



Community Radio Talk Shows

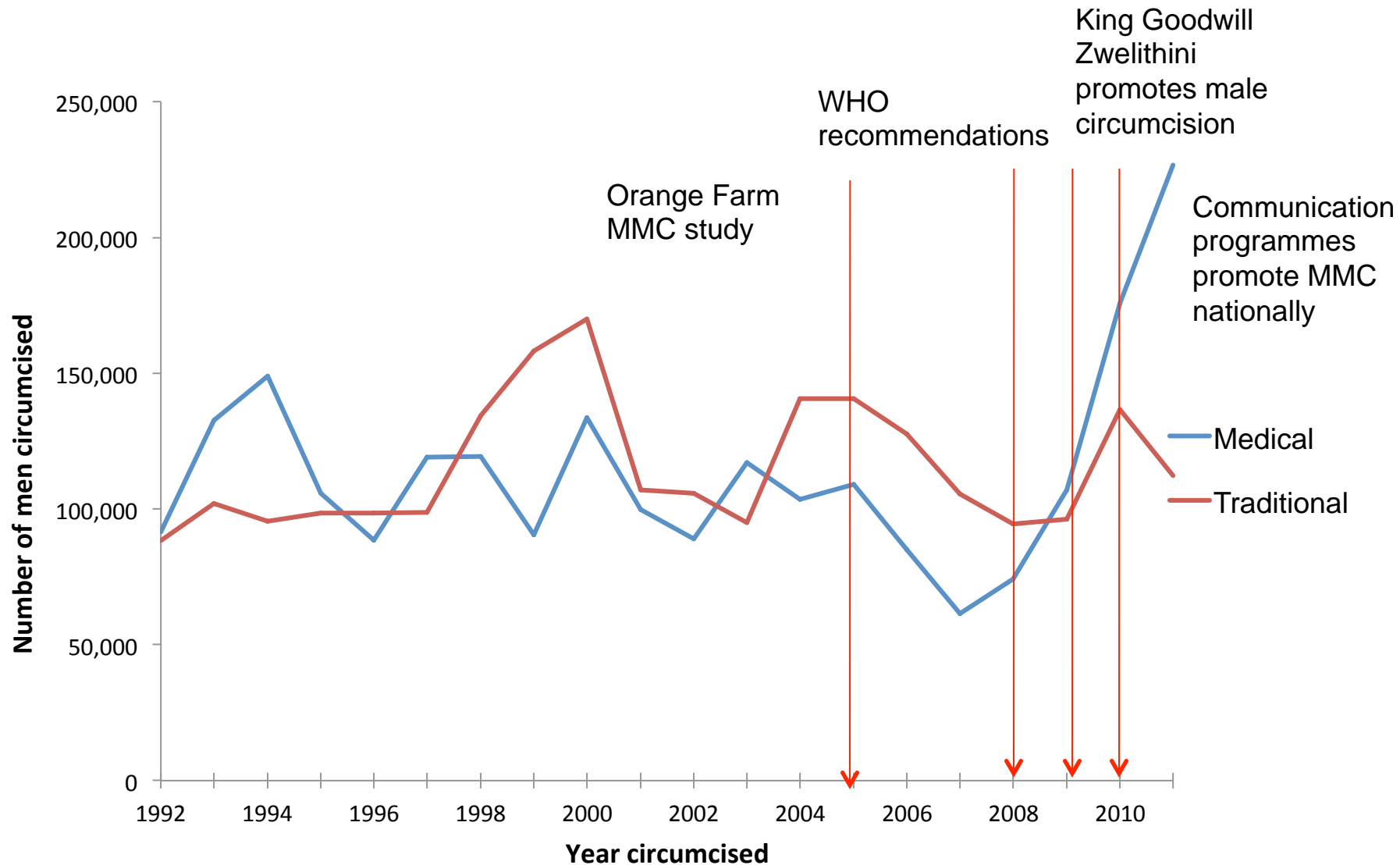


Print Media to promote MMC



Community Dialogue

# Key milestones in male circumcision in South Africa (NCS 2012)






# Tools and Resources

**GET FREE MEDICAL  
MALE CIRCUMCISION  
THE TIME IS NOW  
SMS "MMC" TO 43740**









## **CARING FOR YOUR WOUND AFTER BEING MEDICALLY CIRCUMCISED**

This information sheet is designed to help you in caring for your wound after you have been circumcised. Please read this very carefully and follow the advice provided as it is important to prevent your wound from getting infections and ensure your full recovery. This information sheet only provides advice or guidance. If you experience any complications please visit your local clinic. At the end of this brochure your service provider will indicate the dates for your follow-up visit to your local clinic.

**To receive FREE regular tips on how to care for your wound send an sms to the following numbers:**

- Vodacom - \*140\*071 454 0042# • MTN - \*121\*071 454 0042#
- Cell C - \*111\*071 454 0042# • B.co - \*140\*071 454 0042# • Virgin - \*125\*071 454 0042#



# Strengthening the Responses

- Build Capacity of provinces and community organisation to develop community action teams and social mobilisation plan for their site.
- Activities Community dialogues, Small group discussions using the flip chart, community outreach, schools and tertiary institutions outreach.



360 000 people reached 2010 – April 2012

75 000 people reached Oct – Apr 2012 on MMC

# Using Community Media

- Use outdoor media in high volume traffic areas surrounding the sites to promote Testing and Medical Male Circumcision.



# Using Community Media

- Use taxi TV and in taxi branding around each site to promote MMC sites.

Site address  
prominently located  
on all taxi interior

**GET FREE MEDICAL MALE CIRCUMCISION**  
**THE TIME IS NOW** SMS "MMC" TO 43740 FOR YOUR CLOSEST CLINIC

**Bophelo Pele Clinic**  
15652 Nelgate Shopping Centre,  
Link Road Extension 2,  
Orange Farm.



# Mass Media Television

	MMC	Manifesto
Feb (17 – 29)	42	9
March	114	53
Apr	107	27
May	101	0
Total	364 (= 6 hours)	89

**30 million people reached or 78.5% of  
the total population with an average  
frequency of 12 times**







**THE SUMMER IS MAGIC!**

**AVOID THE QUEUES...**

**GET CIRCUMCISED  
THIS SUMMER!**

**SMS "MMC"  
TO 43740**





# 26 Part Radio Talkshows on 11 local language Stations

1<sup>st</sup> series in 2011  
2<sup>nd</sup> series currently on Air



GET INVOLVED IN

## BROTHERS FOR LIFE

Participate in the Brothers For Life radio Talk shows on your favourite SABC radio station

Nominate men from your community...

Don't miss the **Brothers for Life Radio Talk Shows** on your favourite **SABC radio station**. Get involved and nominate men from your community, who have shown themselves to be true Brothers for Life, as **Brothers of the Month!**

A Brother of the Month candidate is a man who, through the way he **lives his life**, is making a difference in his community or his family. His contribution could take many forms: keeping young people off the streets, taking **leadership** roles in his community, **promoting** education or sport, **supporting** vulnerable people such as the elderly or ill, promoting tolerance, or simply setting a **great example** to the men around him.

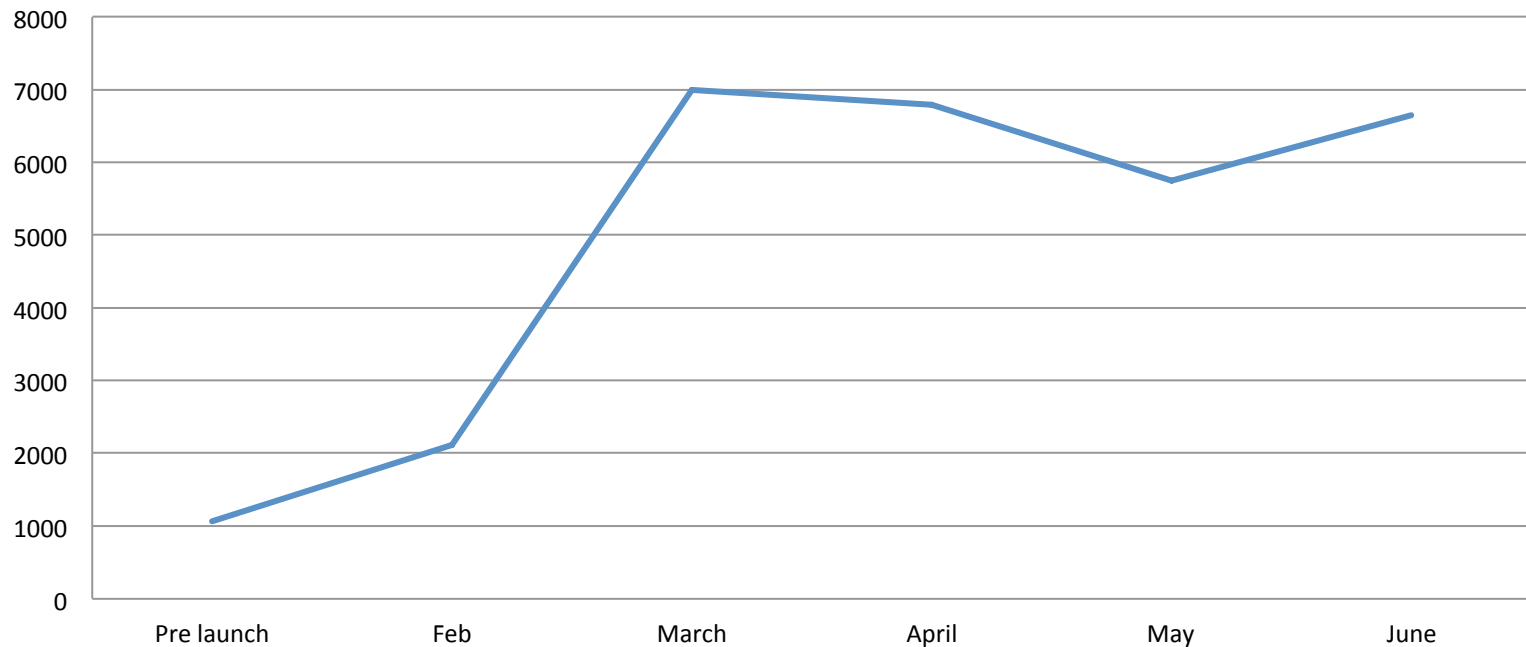
The **Brothers for Life radio series** will be broadcast on the SABC radio stations in the following time slots:



# Using SMS Technology to support clients

- Site location SMS Service - SMS Number: **43740**

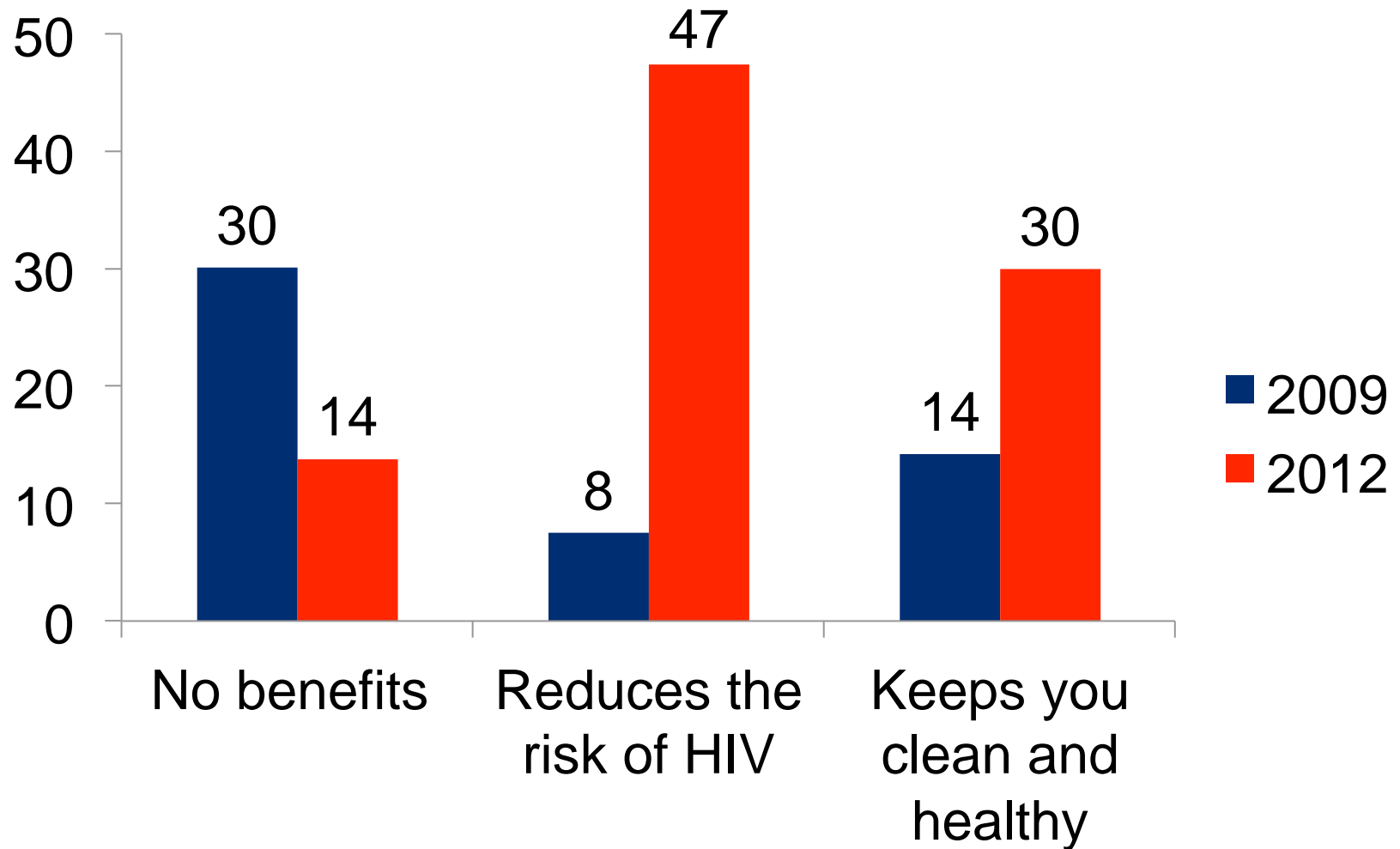
Number of Queries on the VMCC service locator



# Advocacy with the Traditional Sector

- Solicit the buy-in and political will by the National house of Traditional Leaders
  - Develop MOU with the House of Traditional Leaders around SP/MMC and HIV prevention.
  - Popularise the MMC guidelines with traditional leaders
  - Develop provincial plans with the Traditional sector to roll out MMC activities.
- Document best practices and models that have integrated MMC into traditional practices
- Strengthen the capacity of traditional practitioners around the health of men and safety of MMC through developing tools and resources and capacitating traditional leaders around MMC.

# Knowledge of male circumcision for HIV risk reduction has increased (Source: NCS, 2012)

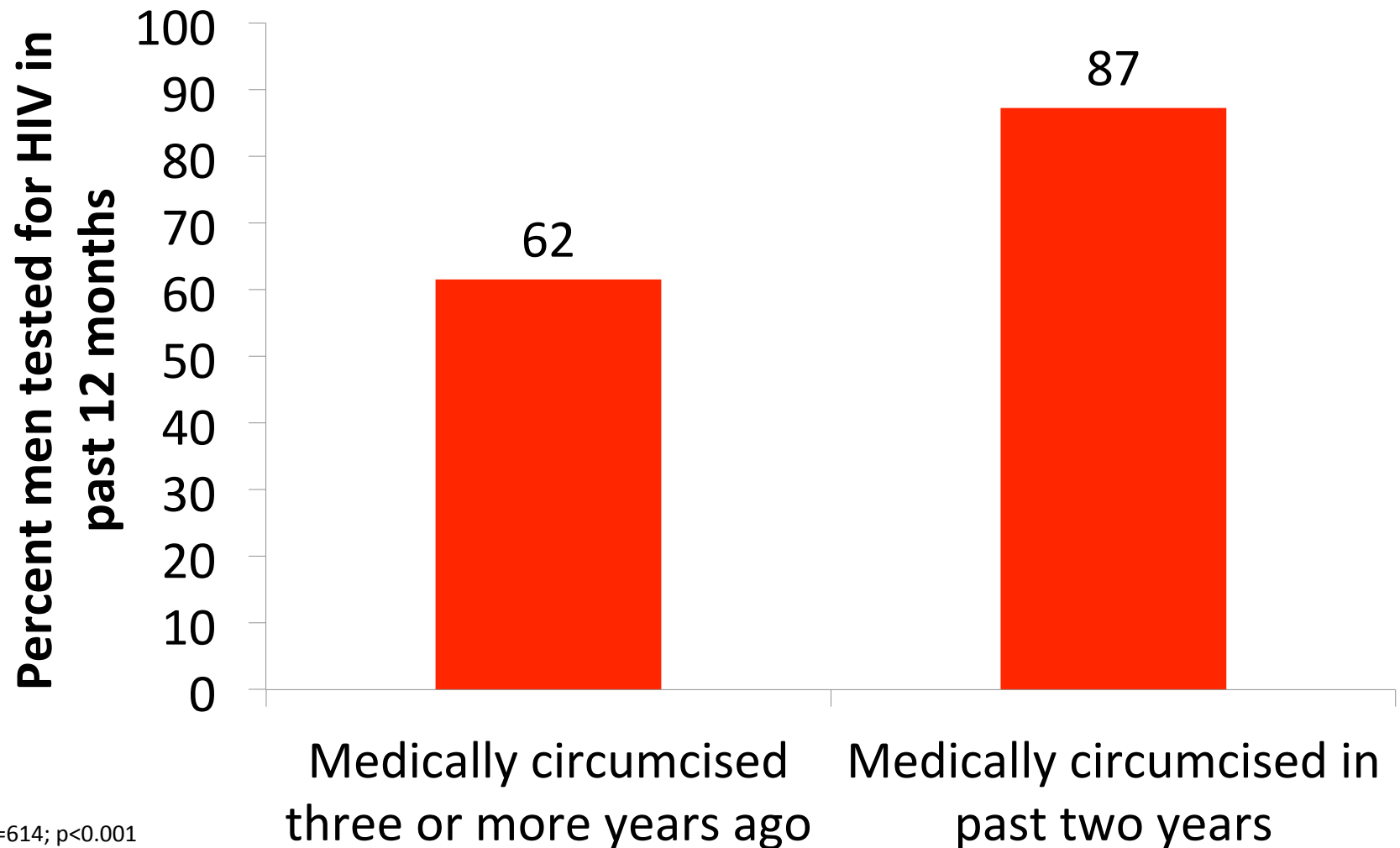


# 55% of South African men are now circumcised

(Source: NCS 2012)

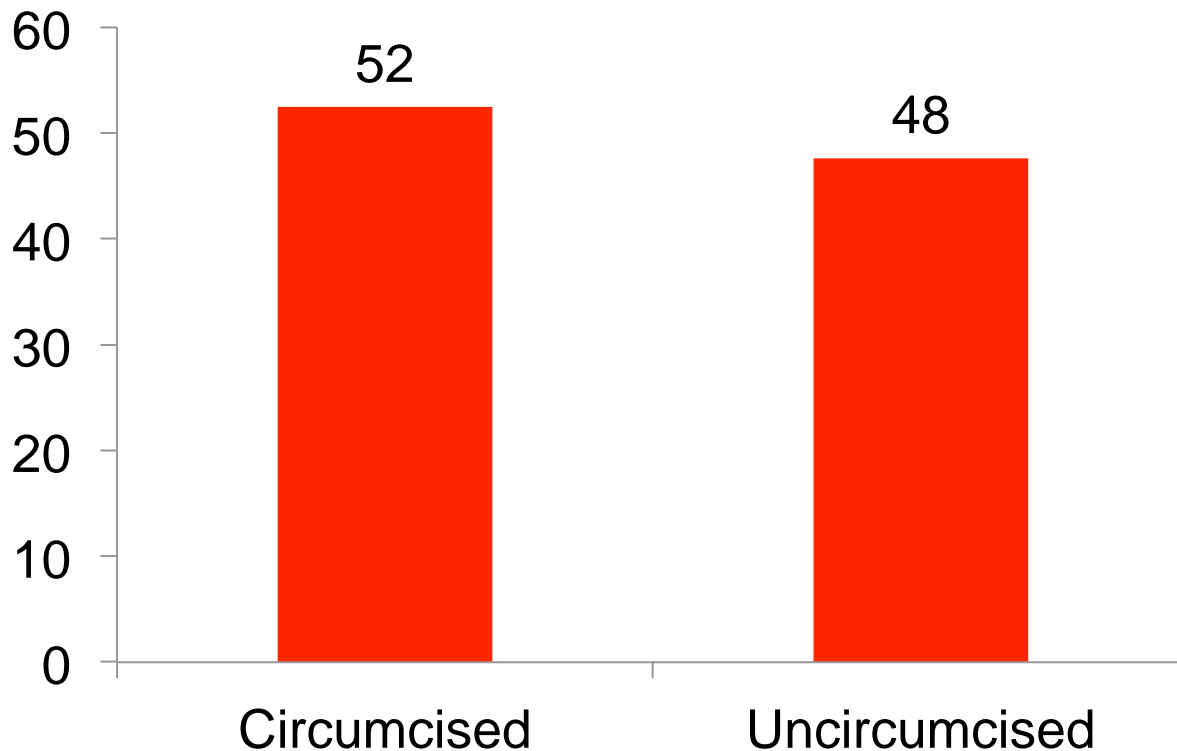
	2009		2012	
	Weighted number	Percentage	Weighted number	Percentage
Circumcised	5,546,372	42.6	7,078,980	55.3
Medical circumcision	1,796,685	32.7	3,380,259	48.1
Traditional circumcision	3,696,056	67.3	3,524,557	50.1

# Men medically circumcised in the past two years more likely to test for HIV



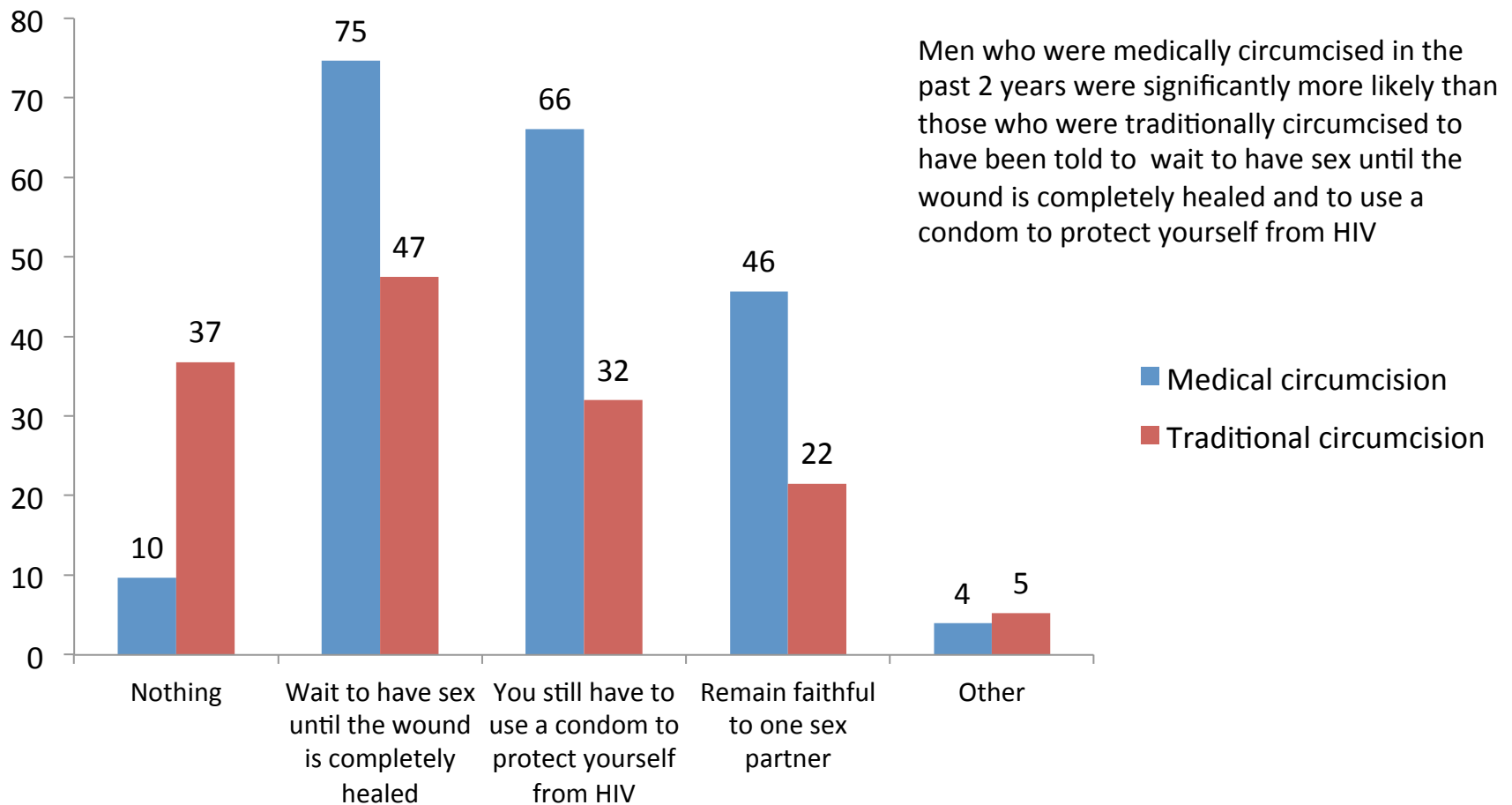


# No significant difference in condom use between circumcised and uncircumcised men (Source: NCS, 2012)



And the majority (85%) of people know that a man who is circumcised still needs to use a condom

# Men who were circumcised in the past 2 years were more likely to have received advice about sex post circumcision (Source: NCS 2012)

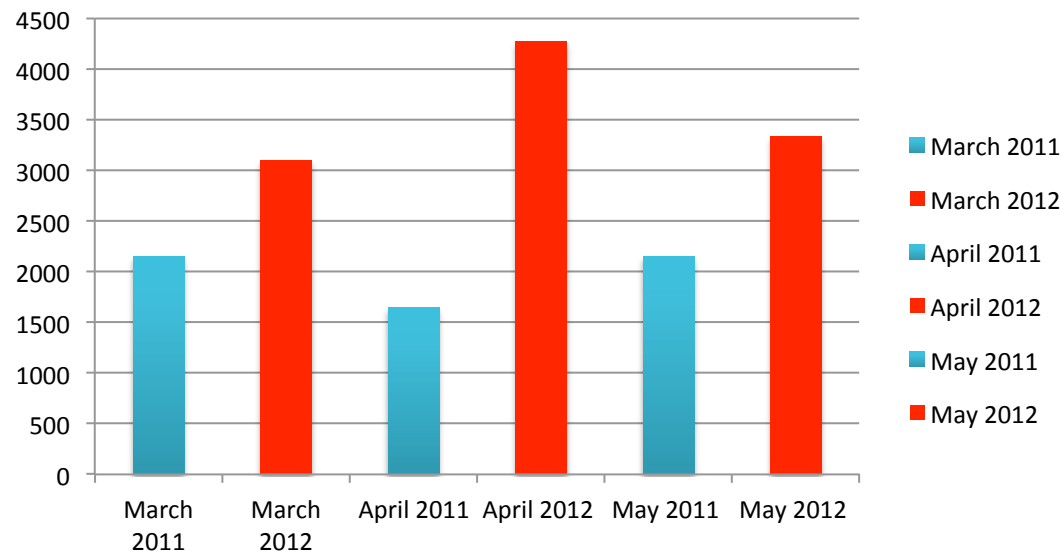


# Demand for circumcision is high

(Source: NCS 2012)

- Among the 5 471 890 men who said they were not circumcised:
  - Almost a million said they definitely intended to get circumcised in the next 12 months.
  - Of those that say they will definitely get circumcised, 80.5% (803 690) intend to have a medical circumcision.

# There has been an increased uptake of MMC in 2012 (Source: Clinical Data)



## Comparison for four clinics

March – May 2011: 5 946

March – May 2012: 10 709

**28% increase**

In the past 6 weeks 40 000 men circumcised in PEPFAR sites only

# Conclusion

- Demand creation strategies need to promote Men's Health and use the opportunity to talk to men about their sexual health needs and that of their partners.
- Strategies need to position health care services as male friendly, efficient and service providers need to ensure that they provide men with customer services.
- Need to support men from the beginning to the end using IEC and communication tools that reinforce the message.
- Need to ensure that services are scaled up rapidly to meet the demand – seize the moment or we may lose it.
- New technology does provide exciting opportunities but also lots of heart ache and heart break.
- Exposure to communication programs does correlate with increased intention to get circumcised and men getting circumcised.

# Acknowledgements

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THANK YOU