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

A Resource for Demand Creation and Promotion of Voluntary Medical Male Circumcision (VMMC) for HIV Prevention

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Presentation content may or may not reflect official US
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Presentation Outline

- Toolkit Objectives
- Project Partners
- Development Process
- Toolkit Structure





VMMC Demand Creation Toolkit Objectives

- **Provide guidance and tools to develop a demand creation campaign**
 - Mobilize specific target audiences
 - Create tailored community-based communications campaigns
- **Provide communication materials and templates for multiple channels**
 - Mass Media, including print and broadcast
 - Interpersonal communication materials
 - Materials for secondary target audiences such as religious leaders, business leaders, and women
- **Toolkit designed to be accessible for those without communications or community mobilization background**





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Project Partners

- **CDC collaborated with experts in multiple fields**
- **RTI International**
 - Provided expertise in health communication, global health, and HIV/AIDS
- **Population Services International (PSI)**
 - Provided health communication, topic- and country-specific expertise
- **Other organizations, including JHPIEGO, USAID, PEPFAR**





Toolkit Development Stages

- Informed by needs of national VMMC task forces, Ministries of Health, implementing partners
- Collection and review of existing VMMC demand creation materials
- Consultation with experts in the field to identify best examples
- Ongoing collaboration between CDC, RTI, and PSI to develop framework and language
- Field testing in three target countries
- Final revisions
- Release of toolkit





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VMCC Demand Creation Toolkit Structure

- **Section 1- Introduction**
 - Background information on HIV and the science behind VMCC
 - How to use the toolkit
- **Section 2- Planning and Implementation**
 - Follows the five steps of the Health Communication Partnership's P-Process: Situation Analysis, Strategic Design, Development and Testing, Implementation and Monitoring, and Evaluation
 - Tools for completing P-Process steps
 - Case studies to highlight key decisions and concepts
- **Section 3- Materials Gallery and Templates**
 - Samples of existing VMCC Demand Creation Materials
 - Easy to use templates for developing new materials

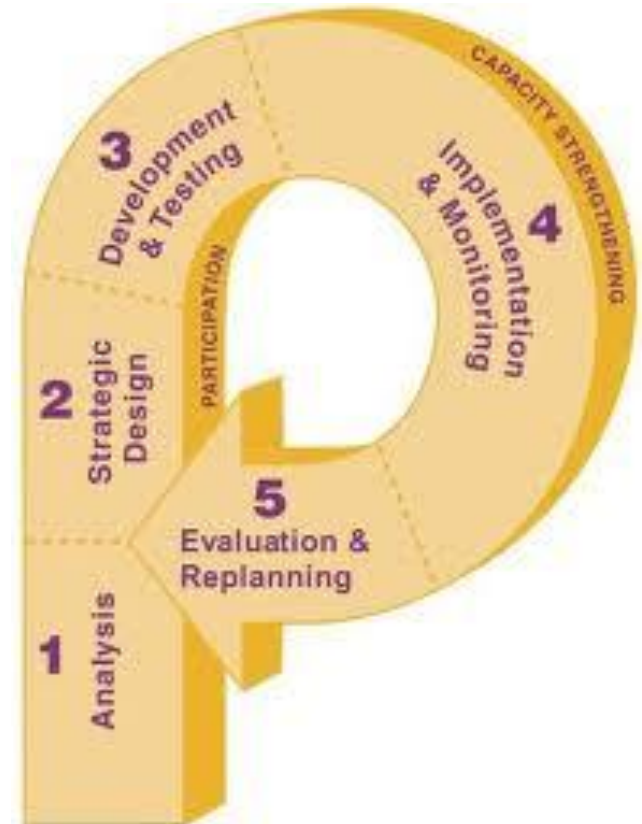




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VMMC Demand Creation Toolkit and the P-Process

- **Section 2- Planning and Implementation**
 - This section is made up of five steps that parallel those found in the New P-Process, as developed by The Health Communication Partnership (HCP)



Reference: The Health Communication Partnership



STEP 1: Situation Analysis

- **“Situation Analysis uncovers current status, progress, and problems in critical areas.”**
 - Information, steps and tools for completing Situation Analysis, including assessing current laws and policies, previous work done, and available resources for demand creation
 - Tools include: ***VMMC Program Status Tool*** and ***VMMC Policy Analysis Tool***
- **Audience Analysis: the process of defining and describing target audiences**
 - Information and steps on how to identify primary target audiences, secondary target audiences, and factors that influence these audiences
 - Guidance and tools for assessing target audiences
 - Tools include: ***Primary and Secondary Audience Analysis Tools***



STEP 2: Strategic Design

Strategic Design: Designing a communication strategy for the target audience

- Steps and questions to consider when designing a strategy
- Aspects to consider for message development
- Guidance on selecting channels of communication
- Case studies on successful campaigns
- Strategies on how to match supply with demand
- Tools include: ***Communication Channels Selection Tool***



STEP 3: Development and Testing

Development and Testing: Using information from Situation Analysis and Strategic Design to create materials

- Steps for developing original materials
- Guidance for modifying existing materials
- Instruction in refining materials through pre-tests and broader field tests
- Advice on materials production, promotion and distribution





STEP 4: Implementation and Monitoring

- **Implementing the campaign**
 - Partner and target audience engagement
 - Coordinating mass media with interpersonal communication
 - Engaging news media
 - Use of social media
- **Monitoring the campaign**
 - Developing a “real-time” assessment and response plan
 - Monitoring news stories and other response to events that undermine demand for VMMC



STEP 5: Evaluation

Evaluation: How well a program achieves objectives

- Explanation of formal evaluation plan options
- Case studies of previous VMMC campaigns evaluations
- Tips on applying evaluation findings





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Section 2
contains tools
to assist with
each step of
demand
creation
campaign
planning

Section 2 Tools

VMMC Primary Audience Analysis Tool

Target Audience: Men Eligible for VMMC

In order to achieve maximum influence, VMMC demand creation messaging must be built on an understanding of the audience, with messages tailored to meet their unique needs and barriers to accepting VMMC services.

This instrument is to assist in collecting key, descriptive information and insights from members of target audience groups concerning VMMC services. It can be used either directly as an interview tool in collecting audience information or as a template for developing a customized data collection instruments for interviews, focus groups, and surveys.

Note: Prior to use, customize this instrument by adding or deleting specific questions

Demographic Information

Age:	Marital Status:	Circumcision Status:
15-18	Single – <i>never married</i>	Uncircumcised
19-24	Married	Circumcised
25-49	Divorced	Type
50 + <i>Reassign to Secondary Target Audience</i>	Widower	Medical
		Traditional
		Tell me about your experience being circumcised?
Residence at Birth:	Religion:	Highest Education Level Completed:
Urban	Christian	None
Peri-urban	Muslim	Primary (grammar school)
Rural	Other	Secondary (high school / trade school)
	None	Tertiary (college / advanced training)
	What are your religions views on circumcision?	





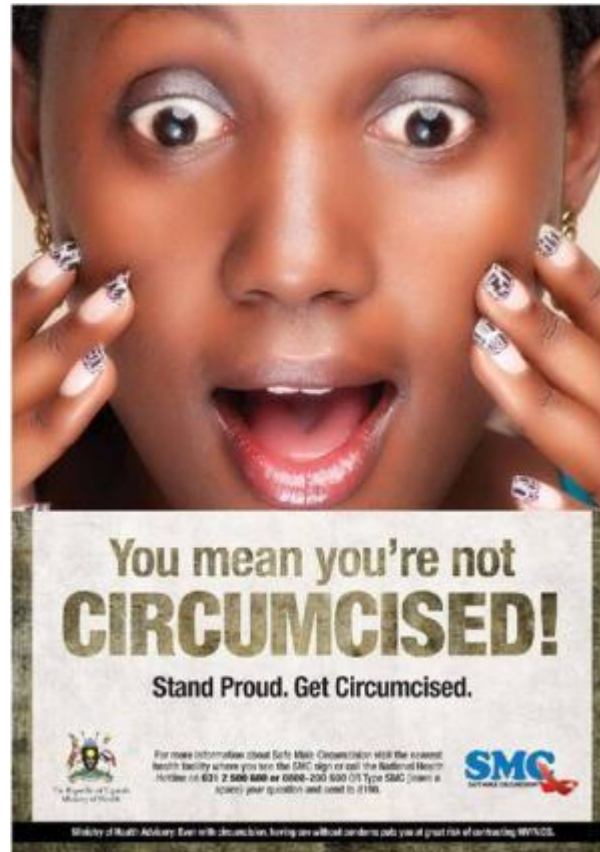
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Section 3: Materials Gallery and Templates

- Examples of existing demand creation materials
- Easy to use templates for developing new materials, including several new sample (untested) messages for older (>25 year old) and married men; and women, including wives/partners



Example



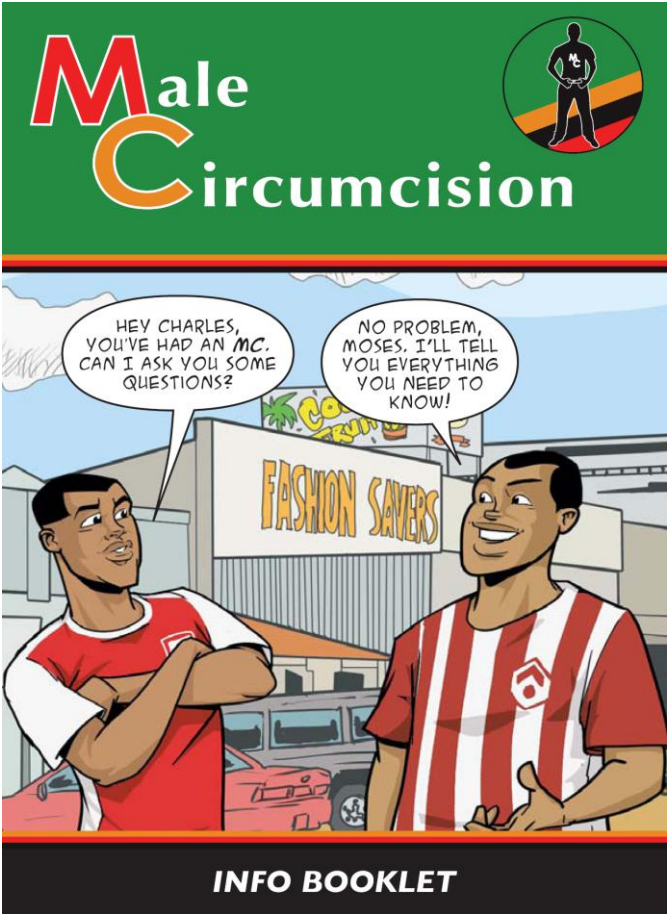
Uganda VMMC campaign poster placed above men's room urinals





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Example



Comic book from Zambia, describing VMMC benefits, process and procedure





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Example



MC SMS Client Notification System: Messages and Schedules as at October 28, 2010

Message #	# days after MC sent	Time of day sent	Message text	Character count
1	0	Right Away	This is your MC Provider. Thank you for deciding to go for male circumcision. You have joined the fight against HIV/AIDS in Zambia. More info is yet to come!	159
2	0	Right Away	If you are not the intended recipient of this Male Circumcision (MC) message, please write: 'MC STOP' and send to 4240 to stop receiving info on MC. Thanks.	156
3	1	12:00	Don't forget to come back to the clinic for your 2-day review tomorrow. Your MC provider will check that your healing is ok and the bandage will be removed.	156
4	2	7:00	This is your MC provider. See you at the clinic today for your TWO-DAY review. Some pain is normal now, but call 990 (toll free) if you have heavy bleeding.	158
5	3	12:00	This is your MC provider. It is normal to feel a bit of pain and swelling, but this should go away soon. Pass urine if you have painful erections.	147
6	4	12:00	This is your MC provider. Be sure to call or come back to the clinic anytime if you have a concern. Page the mobile number you were given, or call 990 (free).	160
7	5	12:00	This is your MC provider. When you come for your SEVEN-DAY review, please bring a few friends with you. They will be happy that you referred them for MC.	154
8	6	12:00	This is your MC Provider. Don't forget to come back for your 7-day review tomorrow. It's a great time to learn about how to stay safe now that you've had MC.	157
9	13	12:00	Good things come to those who wait. Remember, no sex or masturbation for six weeks after MC. Talk to your partner and make sure you have her full support.	155
10	20	12:00	Patience is a bitter plant, but it has sweet fruit. Remember, you may feel fully healed even though you're not! No sex or masturbation for three more weeks.	159
11	27	12:00	This is your MC Provider. Abstaining from sex and masturbation ensures that you will heal properly. Talk to a counselor if you have any questions at 990 (free).	160
12	34	12:00	This is your MC Provider. Six weeks may seem like a long time, but it is actually less than 1% of your entire life! No sex or masturbation for 8 more days.	156
13	41	12:00	This is your MC provider. Today you may be fully healed! Abstain, condomize and stick to one faithful partner! Remember, MC does not provide 100% protection.	158
14	48	12:00	The fight against HIV is not finished! If you start having sex again after MC, it is vital to protect yourself and your partner by using condoms every time.	158
15	55	12:00	This is your MC Provider. Now is a good time to think about getting tested again for HIV. Remember that MC does not provide 100% protection from HIV and STIs.	160

Schedule of mobile phone text messages for VMMC clients, showing appointment reminders and words of encouragement



Toolkit Formats

- **Hard Copy**
- **Electronic, e.g. CD-ROM**
- **On-line Resource Links**





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