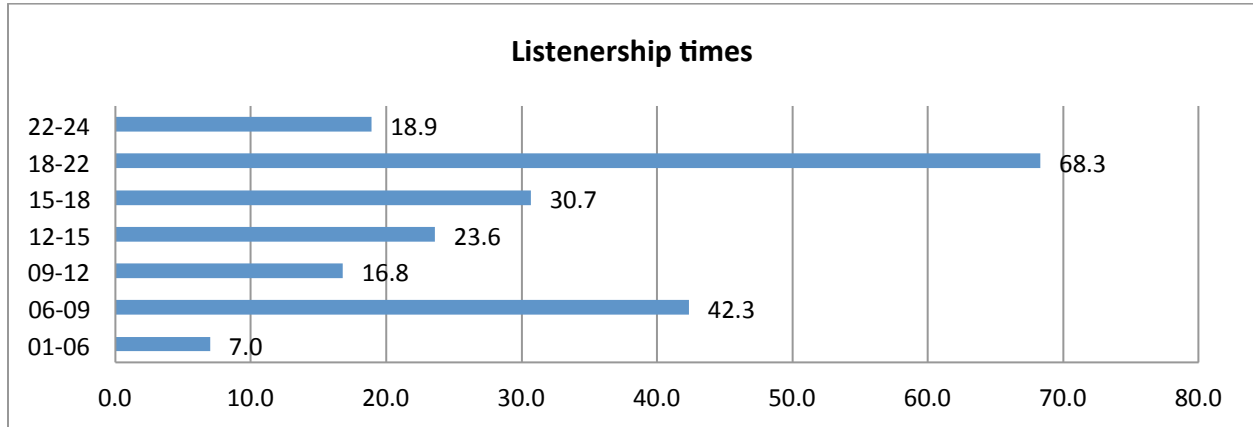


Guidelines for Male Circumcision Phone-in Radio Shows

PLACEMENT:

According to our TRaC data, males between the ages of 18-24 who are already intending to go for MC are most likely to listen to the following media channels and times:



It is critical that you develop relationships with popular DJs at each of these radio stations. There will be three types of radio announcements:

- 1. Phone-in shows:** This will be an opportunity for the public (Jubani) to interact with experts and satisfied MC clients. It should be a time where common myths about MC are addressed and frequently asked questions about the MC experience are shared and answered. The shows should be approximately 30-60 minutes in length, and should run regularly every week for continuity of dialogue. A more detailed format for the phone-in show is listed below.
- 2. DJ mentions:** The radio DJ should be engaged to make a series of announcements in the days leading up to each radio phone-in show. This will give listeners the chance to plan to tune-in to hear more about MC, and will also give them a chance to think about what questions they may want to ask. The instructions for participation need to be clearly managed by the DJ for that show. Make sure you set the date and time for the show far enough in advance for the DJ to advertise it for 5-7 days.

Here is a sample DJ mention. It can be pre-recorded at the station, or spoken live by the DJ. The exact wording should be changed by the DJ to make it locally appropriate.

“So guys... you have heard about male circumcision, maybe from your girlfriend or maybe from your best friend, and you think you may be ready. Now is your chance to learn a bit more about male circumcision. Join us every [Friday] at [19:00] on [YAR FM] for a live MC chat. You will hear from MC experts, as well as satisfied MC clients from right here in [Kitwe]. Remember, we begin every show with a pop quiz and we will be giving away free MC t-shirts and other great prizes. So, tune in this [Friday] at [19:00] for the live MC chat, right here on [YA FM... 87.5]. For more information on male circumcision, call the free health hotline by dialling 990 right now.”

This table shows preferred times for your DJ announcements and call in shows:

PREFERRED HOURS	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
0600-0700	DJ mention	DJ mention	DJ mention	DJ mention	DJ mention	DJ mention	DJ mention
0700-0800	DJ mention	DJ mention	DJ mention	DJ mention	DJ mention	DJ mention	DJ mention
1800-1900	DJ mention	DJ mention	DJ mention	DJ mention	Phone-in	DJ mention	DJ mention
1900-2000	DJ mention	DJ mention	DJ mention	DJ mention	Phone-in	DJ mention	DJ mention
2000-2100	DJ mention	DJ mention	DJ mention	DJ mention	Phone-in	DJ mention	DJ mention
2100-2200	DJ mention	DJ mention	DJ mention	DJ mention	Phone-in	DJ mention	DJ mention

The timing for the DJ mentions and the phone-in shows should be based on the best times for your target audience in your area. Ask the DJ to guide you on when your Jubani is most likely to listen; go for multiple DJ mentions each day, and a consistent time every week for the phone-in shows. 30 minutes is ok for a phone-in show, as long as you do it regularly; give the listeners a reason to listen the next time!

PREPARATION FOR PHONE-IN SHOWS:

- 1) SELECTION OF GUESTS:** Guests should be few – no more than 3-4, and should involve 1 expert (MC clinician or counsellor) at least one satisfied MC client and one or two people from the community. These guests can be a community leader, mother, wife/girlfriend of MC client, circumcised or uncircumcised man who is considering MC, mobilizer, etc. The important thing is that all of the guests should be able to tell a positive story about their personal experience with MC. It will be important to have at least one “back-up” guest from each of these categories for each show in case your primary guest is not able to participate.
- 2) CHOOSE A THEME FOR EACH PHONE-IN SHOW:** Try to choose a theme for each show, and guide the participants and the DJ towards addressing this theme. Themes help the guests and the DJ focus their questions and efforts so that the conversation has a more directed, and natural feel to it. The theme can be communicated during DJ announcements in advance and at the beginning of the show, so that the questions listeners ask are also in line with the theme. Trying to answer all questions about MC in one show is a recipe for frustration! If a question comes in that does not fit within the theme, answer it quickly and suggest that it can be addressed in more detail on another show. Below you will find suggested themes, as well as sample quiz questions for each theme.
- 3) PREPARATION OF GUESTS:** After the guests are selected, it will be important to meet with them briefly and run them through the key messages and talking points for the phone-in show. It will also be important to give them some guidance on how to (and how NOT to) answer client questions. You will find some guidance for this in the SPEAKING WITH THE MEDIA section below.
- 4) PREPARATION OF THE DJ:** It will be critical to meet with the DJ in advance of each show to prepare him/her on the guests and the theme of the show. Provide the DJ with a list of sample questions that are relevant to the target audience and in-line with the theme for the show. Make sure the DJ knows the correct pronunciation of the names of all the guests, as well as something about their

personal background. Remember, the easier we make the job for the DJ, the more the DJ will want to work with us in the future!

- 5) **PREPARING FOR A POP QUIZ:** Ask the DJ if it would be ok to run a promotion as part of your phone-in show. Most radio shows have systems in place for giving out prizes to listeners, so just go with the system that they have in place. Prepare 3 quiz questions in advance of each show that are in line with the theme for the show, and bring 3 t-shirts to the studio for correct answers. Make sure the DJ and the guests are all clear about what the right answers are, and identify one of the guests to provide a clear explanation for each question. It will be important to rehearse the answers so that no incorrect information is provided, and also to prevent arguments about the rationale for the answers. Questions should be easy enough that people will feel confident guessing the right answer (nobody wants to get an answer wrong on live radio!). If no one calls in with an answer, just let the guests answer the question and move on to the next question.
- 6) **SMS AND E-MAIL:** Identify a mobile phone number where listeners can send their questions to during the show. Assign someone knowledgeable (e.g. provider with AE phone) to respond to questions immediately during the show. **All SMS responses should also be copied to the following number: 0955-365-677.** There is also an e-mail address (mcjubani@gmail.com) has also been set-up. Assign someone to log-in to this e-mail address (password: zambiamc) and answer e-mails as they come-in during the show.

FORMAT FOR PHONE-IN SHOWS:

- **INTRODUCTION (3-5 min):** Musical intro with MC song (10 sec). The DJ should introduce the show and all of the guests. The DJ should then introduce the theme of the show and begin with the Pop Quiz.
- **POP QUIZ (5-10 min):** The DJ should explain clearly what (if any) prizes will be given for correct answers, and the steps needed for claiming a prize before reading the question. The DJ should then read one question; while waiting for phone-ins, the DJ can begin describing in more detail the theme for the show. Once a caller calls in with an answer, the DJ should let the caller answer, and then turn to the guest panel for the correct answer. It is important that the panel provides sufficient detail regarding the reason for the correct answer.
- **PHONE-IN SEGMENT (15-20 min):** The DJ should field each question, restate it clearly so that all understand, and then ask one of the guests to answer the question. It is very important that all “expert” guests should not answer any questions if they are not sure of the answer, but should refer these questions for later in the show, and make a phone call if necessary to another MC clinician or other expert, and then answer the question later in the show.
- **WRAP-UP (2 min):** The DJ should try to summarize some of the key questions and answers that were discussed, thank all who called and state again the names of those who won prizes from the pop-quiz. Then, the DJ should introduce the theme for the next show and remind listeners of the time and day of the next show. Musical outro with MC song (10 sec)!

SUGGESTED THEMES FOR PHONE-IN SHOWS:

1. **“MC: IS IT WORTH IT?”** An introductory show to give the public the big picture of MC in Zambia.

Key Messages

- Why the Government of Zambia has embraced MC.
- Key benefits of MC / common reasons men in the community choose to go for MC.
- Where and how to access MC (e.g. 990, New Start)

Suggested panel: MC client(s), MC Provider, MOH/Community Spokesperson

Suggested quiz questions:

- “True or false? MC is one of the government’s top three HIV prevention priorities.”

Answer: TRUE

- “True or false? More than 100,000 Zambian males have gone for MC as part of the government’s HIV prevention strategy.” **Answer: TRUE**
- “True or false? MC provides 100% protection against HIV.” **Answer: FALSE**

2. **“IS MC PAINFUL?”** An exploration of the fears and experiences of real MC clients.

Key Messages

- Expertise and experience of MC providers.
- Explain how pain and bleeding is managed during MC process.
- Testimonials from real clients about their pain during and after MC.
- Where and how to access MC (e.g. 990, New Start)

Suggested panel: MC client(s), MC Provider, someone interested in MC but afraid of pain.

Suggested quiz questions:

- “True or false? Pain medication is given to remove all feeling in the man’s organ during the MC operation.” **Answer: TRUE**
- “True or false? Children below the age of 10 years are not allowed to undergo MC because the pain would be too much for them.” **Answer: FALSE**
- “True or false? It is possible for a man to take a mini-bus home after the MC operation without anyone knowing he actually had the procedure.” **Answer: TRUE**

3. **“GETTING READY FOR MC.”** The practical and psychological preparation needed prior to MC.

Key Messages

- Social support: Importance of talking to family, friends and partner about going for MC.
- Importance of taking the HIV test during the MC process.
- Explaining the overall MC process so people know what to expect.
- What to do the day of MC (e.g. where clean underpants, eat breakfast, etc.).
- Where and how to access MC (e.g. 990, New Start)

Suggested panel: MC client(s), MC Provider, MC Counsellor.

Suggested quiz questions:

- “True or false? It is important to not to eat anything the day of the MC procedure.” **FALSE**
- “True or false? Most MC clients do not talk to their female partners about MC until after it is already done. **ANSWER: FALSE**
- “True or false? Men are encouraged to know their HIV status before going for MC.” **TRUE**

4. **“LIFE AFTER MC.”** Understand men’s experiences of returning to normal life after MC.

Key Messages

- Reviews: the importance of reviews and following instructions for wound care.
- Healing period: explaining the healing period in detail.
- Abstinence: explaining the importance of abstaining for six weeks after MC.
- Where and how to access MC (e.g. 990, New Start)

Suggested panel: MC client(s) at different healing stages, MC Provider.

Suggested quiz questions:

- “True or false? Most men who go for MC are able to return to normal school and work duties within 2-3 days. **ANSWER: TRUE**
- “True or false? It is recommended that men who go for MC abstain from sexual activity for six weeks after the procedure.” **ANSWER: TRUE**
- “True or false? Men who go for MC must return to the clinic after one month to have their bandage removed.” **ANSWER: FALSE**

5. **“WOMEN AND MC.”** Find out what women really think about MC.

Key Messages

- Benefits: prevention of cervical cancer, hygiene, etc.
- Social support: talking to your partner about MC & supporting him during healing period.
- Female involvement: Importance of understanding the MC process and accompaniment.
- Exploring women’s concerns related to male circumcision.
- Where and how to access MC (e.g. 990, New Start)

Suggested panel: Female MC Provider, female partner(s) of MC clients, mother(s) of MC clients.

Suggested quiz questions:

- “True or false? MC can help to reduce the risk of cervical cancer in women. **ANSWER: TRUE**
- “True or false? A woman’s partner who is circumcised no longer has to use condoms to protect her from getting HIV” **ANSWER: FALSE**
- “True or false? Male circumcision makes it easier for a man to clean himself. **ANSWER: TRUE**

6. **“IS MC SAFE FOR CHILDREN?”** Help parents understand the MC options for their children.

Key Messages

- General vs. local anesthesia: understanding the risks involved.
- Eligibility: understanding the reasons for the 0-60 days and 7+ age limits.
- Risks and benefits: how children clients differ from adults.
- Neonatal circumcision: advantages and availability of services.
- Where and how to access MC (e.g. 990, New Start)

Suggested panel: MC Provider, mother(s) and father(s) of MC clients.

Suggested quiz questions:

- “True or false? Children who are circumcised are less likely to get urinary tract infections.” **T**
- “True or false? The government is encouraging children to go for MC at any age.” **FALSE**
- “True or false? It is safe for babies to get circumcised up to 60 days old.” **ANSWER: TRUE**

BACKGROUND FOR DJs (Just for them to read ahead of the phone-in shows):

Male circumcision has been shown to reduce the risk of HIV transmission from women to men by as much as 60%. The National Male Circumcision Strategy and Implementation Plan 2010-2020 (launched by the Zambian Ministry of Health in August 2009) recognizes MC as an essential component of comprehensive HIV prevention and male reproductive health services and sets a target for circumcising 100,000 males in 2010 in order to achieve 50% MC prevalence among all Zambian males by 2020. Following successful MC campaigns organized in nearby countries, the MOH designated October 2010 as 'national MC scale up month' and set a target of circumcising 10,000 males this month alone.

In support of these goals, civil society partners including Society for Family Health (SFH), Jhpiego, ZPCT II, Marie Stopes International and CIDRZ, are scaling up safe male circumcision services through public, private and NGO-operated channels, with support from USAID (through the PRISM the Partnerships for Integrated Social Marketing project), the Bill and Melinda Gates Foundation and the U.S. Centers for Disease Control and Prevention. Since launching MC services in April of 2007, SFH and its partners have circumcised more than 100,000 males at over 130 government, private sector and NGO facilities located in 38 Districts spread across all 9 Provinces.

SAMPLE QUESTIONS FOR DJs: The DJ should be prepared to supplement the phone-in segment with additional questions if there are not enough live questions from the audience. Here are a few samples:

Description of program rationale; how male circumcision can protect against HIV.

"Could you please explain for our listeners why the Government of Zambia has decided to begin promoting male circumcision?"

Description of the benefits of male circumcision

"You have mentioned HIV prevention, but what are some other reasons why men are going for MC?"

Addressing common questions and myths.

"We know that male circumcision is a new thing for most people in Zambia. As you talk to people in the community about this topic, what are some of the common questions or common myths that you are hearing from people out there?"

Describe who is eligible and the reasons.

"Can anyone go for MC?" "What about people who are living with the HIV virus, are they also able to get this service?"

General description of MC & CT process.

"For those people listening who have not gone yet for male circumcision, could you describe exactly what is involved? What should they expect when they go for MC?"

Addressing concerns about the training and expertise of the MC providers.

“What about the doctors or clinicians who actually do the cutting? How do I know that the person who will be handling my circumcision is up to the task?”

Addressing concerns about pain and potential risks.

“Surely there are some guys out there who are afraid of the pain. What would you tell someone listening who may be afraid of going for male circumcision because they are worried about the pain?”

Describe the healing and recovery process

“Many people wonder, how long is the recovery period, and when can one go back to work or school?”

Importance of post-male circumcision behaviours (ABC, wound care, etc.)

“What would you tell to a young man who thinks that once he has been circumcised, he will not need to use condoms anymore?”

“What is the right age to go for male circumcision?”

Describe the level of acceptance and the reaction of the community to male circumcision.

“What has the response been like in the communities where you are offering this service?”

Direct the public to access MC services.

“If someone wanted to go for male circumcision today, right now, where can they go?”

SPEAKING WITH THE MEDIA:

When speaking with the media, it is always good to have a maximum of four key messages that you refer to whenever possible. If questions are asked that might get you upset or catch you off-guard, you can gently pull the conversation back to these four points; we call it the “media box” strategy:

1) The Government of Zambia has taken leadership of the scale-up of male circumcision, as part of the comprehensive national HIV prevention initiative.	2) MC providers who are working in clinics marked with the MC logo are well-trained and experienced.
3) MC services are now available at convenient times and locations, including evenings and weekends. Call 990 for more information.	4) Male circumcision can improve the hygiene of men by making the penis easier to keep clean.

SAMPLE QUESTIONS FOR INVITED GUESTS WITH ANSWERS:

Description of program rationale; how male circumcision can protect against HIV.

“Could you please explain for our listeners why the Government of Zambia has decided to begin promoting male circumcision?”

- The Government of Zambia has taken a bold step in making male circumcision available in the country, and has set a goal of circumcising 50% of all adult males age 13-39, as well as 80% of all new born baby boys, by 2020. That means circumcising 2.5 million Zambian males in 10 years.
- The decision was taken in keeping with the recommendations of the World Health Organization and the United Nations Joint Team on HIV & AIDS to scale-up MC services in Zambia.
- The main reason officials have made Male Circumcision a priority in Zambia is because Zambia is one of the countries in the world where HIV and AIDS has made the biggest impact and male circumcision has been proven to reduce the transmission of HIV from women to men by up to 60%:
 - Approximately one out of every seven adult Zambians is infected with the HIV virus.
 - Most new HIV infections in the country are occurring within stable relationships, where people are not using condoms consistently.
 - Having multiple relationships ongoing at the same time where there is sexual contact and inconsistent use of condoms is contributing to the high levels of HIV in the country.
 - According to a report by the National AIDS Council, the low level of male circumcision in the country, estimated at about 17% overall, is one of the three most important contributors to the spread of HIV.
 - Experts believe that if the government reaches its goal of 2.5 million circumcisions, the number of new HIV infections in the country could be reduced by half over the next 25 years.

Description of the benefits of male circumcision

“You have mentioned HIV prevention, but what are some other reasons why men are going for male circumcision?”

- Male circumcision can reduce a man’s risk of contracting other STIs including syphilis, chancroid, genital herpes, human papilloma virus and penile cancer.
- Male circumcision can also reduce the risk of a female partner developing cervical cancer.
- Also, male circumcision can make it easier to keep the penis clean and hygienic, and reduces the risk of urinary tract infections in baby boys.

General description of MC & CT process.

“For those people listening who have not gone yet for male circumcision, could you describe exactly what is involved? What should they expect when they go for MC?”

- According to the Ministry of Health’s 2010-2020 National Scale-up and Implementation Plan, there is a minimum package of services that must be offered to all clients who go for male circumcision in Zambia. This package includes:
- Informed, voluntary consent.
 - Written/documented parental or guardian consent for newborns and children from birth to 6 years old.
 - Written/documented parental or guardian consent, for children from age 7 to 17 years.
 - Written/documented client consent for any client 18 years old and above
 - Clients under the age 18 who report that they do not have a parent or guardian to provide consent shall be referred to the appropriate resources at the Ministry of Community Development and Social Welfare to provide consent.
- Pre-procedure counseling on HIV and STI transmission and risk reduction measures which need to be continued with or without male circumcision
 - Pre-procedure counseling the MC procedure, its risks and benefits.
 - Routine counseling and testing for HIV on an opt-out basis.
 - Routine treatment of STIs and distribution of condoms.
 - Point of entry for other men’s health services, including counseling on family planning, maternal health, sexuality, gender issues (including gender-based violence, especially HIVrelated), and other topics as per the needs and circumstances of the client and / or his parents or guardians, including the provision of relevant IEC materials.
 - Safe medical services incorporating appropriate pain management, infection prevention, and surgical technique that conform to the national standards and protocols for male circumcision.
 - Post-operative counseling on medical aspects of post-operative care and follow-up, including reinforcing risk reduction messages and practices such as the need to abstain from sex until the surgical wound is completely healed.

Addressing concerns about the training and expertise of the MC providers.

“What about the doctors or clinicians who actually do the cutting? How do I know that the person who will be handling my circumcision is up to the task?”

- It is important to remember that most of the clinicians who are performing MC in Zambia are working with NGOs on behalf of the Ministry of Health.
- These clinicians, such as the ones at SFH and MSI clinics, are specialized, meaning that they do thousands of circumcisions every month. For this reason, they are very good at what they do. The World Health Organization has developed a standardized training package, which the Ministry of Health is promoting for all clinicians who perform MC.
- It is important to look for the MC logo at the clinic where your MC is being offered. Find out where your provider was trained, and how many circumcisions they have performed in the past month. This will give you a sense for how experienced the provider is.

Addressing concerns about pain and potential risks.

“Surely there are some guys out there who are afraid of the pain. What would you tell someone listening who may be afraid of going for male circumcision because they are worried about the pain?”

- All men are given a small injection before the procedure, which numbs the penis so there should be no feeling of pain during the actual procedure.
- It is normal to feel a bit of pain and swelling for the first few days after the procedure, but this should go away after a few days.
- All MC clients are given some Panadol to help make any pain manageable after the procedure.

Importance of post-male circumcision behaviours (ABC, wound care, etc.)

“What would you tell to a young man who thinks that once he has been circumcised, he will not need to use condoms anymore?”

- It is important to emphasize that male circumcision does not provide 100% protection against HIV or STIs, so it is still important to use condoms consistently and correctly for those men who chose to become sexually active after they have been circumcised.

Describe the healing and recovery process

“Many people wonder, how long is the recovery period, and when can one go back to work or school?”

- Men should expect that they will be able to resume light duties after 2-7 days, depending on the healing process, which may change depending on the individual.
- Most people can go back to school after two days, but men who have very physical jobs like construction will need to take a bit more time, otherwise the healing process could be extended and there may be a risk of infection or other complications.

Addressing common questions and myths.

“We know that male circumcision is a new thing for most people in Zambia. As you talk to people in the community about this topic, what are some of the common questions or common myths that you are hearing from people out there?”

- **List any myths you have heard but be sure to indicate that these are not true, and explain why they are not true, so that we do not perpetuate these myths by repeating them on air.**

Describe who is eligible and the reasons.

“Can anyone go for MC?” “What about people who are living with the HIV virus, are they also able to get this service?”

“What is the right age to go for male circumcision?”

- Any male over the age of 18 years can go for male circumcision without parent or guardian consent; those under 18 need to be accompanied by a parent or guardian.
- Some boys under the age of 7 years may not be eligible for male circumcision under local anaesthesia. This is because boys of this age have difficulty following the directions of the clinicians and may even injure themselves during the procedure or during the healing process.
- Male circumcision is offered for young baby boys under the age of two months at select locations.

Describe the level of acceptance and the reaction of the community to male circumcision.

“What has the response been like in the communities where you are offering this service?”

- **Mention the kind of positive responses that you have encountered, and try to give specific examples of people and their stories.**

Direct the public to access MC services.

“If someone wanted to go for male circumcision today, right now, where can they go?”

- The public should be directed to call the 990 Hotline if they have any questions about male circumcision, or if they want to know where MC services are available.
- MC services are now available most days of the week, and even during evening hours for busy, working people. Call 990 to learn about the schedules and locations of safe MC services near you.
- Trained clinical officers and nurses who are actually “circumcisers” are stationed at the 990 hotline there to answer your questions Monday through Friday, 8-5pm.