

**Eastern and Southern Africa Regional Meeting on Demand Creation For
Voluntary Medical Male Circumcision (VMMC)
Lusaka, Zambia – April 3 - 5, 2013**

Arrival : TUESDAY, April 2nd , 2011				
17:00-19:00	Registration of Participants	BMGF CHF-Zambia		Hall Radisson Blu Hotel
DAY 1 : WEDNESDAY, April 3rd, 2013				
<i>Facilitator: Dr. Bushimbwa Tambatamba</i> <i>Rapporteur: Mike Isbell</i>				
Time	Title of session / presentation	Presenters	Moderator / Discussant	Room
8:00-8:30	Participant arrival, registration Presentation of Participants and brief introduction of the Meeting	Zambia organizing committee - BMGF		
8:30-9:30	<p>Opening Session panel Welcome remarks by the Zambia Ministry of Community Development, Mother and Child Health Opening</p> <p>Zambia US Mission (on behalf of the Zambia US Ambassador)Remarks</p> <p>PEPFAR HQ Opening Remarks</p> <p>UN remarks Opening Remarks</p> <p>World Bank</p> <p>Bill and Melinda Gates Foundation</p>	<p>MCDMCH</p> <p>Elizabeth Brennan PEPFAR Deputy Country Coordinator</p> <p>Jason Reed</p> <p>Julia Samuelson (WHO) Andrea Low</p> <p>Sema Sgaier (BMGF)</p>	MCDMCH	Big Dome

	Zambia VMMC program case-study: supply and demand side successes and challenges (video) Official Opening Remarks by the Ministry of Community Development, Mother and Child Health	MCDMCH - MOH MCDMCH		
9:30-10:30	Session 1: Overview of demand creation theory of change and evaluation needs. Evidence on demand creation barriers Monitoring and Evaluating Demand creation initiatives: why and how? What do we expect to achieve during this convening? Q&A and discussion	Presenters: Eric Djimeu Woube (3ie) Paulin Basinga (BMGF) Sema Sgaier (BMGF)	Moderator: Dr Annette Brown (3ie)	
10:30-11:00	Tea Break			
11:00-13:00	Session 2: Demand creation challenges and evidence gaps as seen by normative and donor agencies PEPFAR : - OGAC - USAID - CDC - DOD WHO UNAIDS UNICEF Q&A and discussion	Presenters: Catey Laube Kim Ahanda Dan Rutz Bruce Porter Julie Samuelson Celeste Sandoval Tin Tin Sint	Moderator: Dr William Maina (NASCOP Kenya)TBC	
13:00-14:00	LUNCH			

14:00 – 15:45	<p>Session 3: Paper Session -Examples of completed and ongoing VMMC demand creation evaluation</p> <ul style="list-style-type: none"> - Compensation for transport costs and lost wages associated with VMMC uptake: an intervention to increase VMMC demand among older men in Nyanza Province. IRDO and UNC - Impact of the Male Circumcision Uptake Through Soccer program in Zimbabwe (Grassroot Soccer and LSHTM) - Behavioral Response to Information? Circumcision, Information, and HIV Prevention in Malawi. University of Michigan - Male Circumcision For HIV Prevention in Kenya: Seeking Effective Strategies to Recruit Older Men <p>Q&A and discussion</p>	<p>Chair: Nancy Padian</p> <p>Kawango Agot / Harsha Thirumurthy</p> <p>Methembe/ Jeff DeCelles</p> <p>Rebecca Thornton</p> <p>Kawango Agot</p>	Big Dome
15:45-16:00	TEA BREAK		
16:00 – 16:30	Session 4: Male circumcision.org website demonstration	WHO – FHI360	Big Dome
16:30 – 17:30	Session 5: Film screening : Love Games		Big Dome
17:45 – 19:15	SIDE-BAR MEETING: DoD participants		Meeting room 2
19:00	RECEPTION - FOOD AND CULTURAL ACTIVITIES		Pool side

DAY 2 : THURSDAY, April 4th, 2013

*Facilitator: Dr. Albert Kaonga (Zambia)
Rapporteur: Mike Isbell*

Time	Title of session / presentation (Plenary) Room		
8:30-09:00	Sessions 4: Presentation (Plenary) Overview of the Demand Creation best practices documentation Plans for the parallels sessions in the afternoon Q&A and discussion		Rosie Parkyn (BBC Media Action) Big Dome
Parallel panel organization	Best practices presentation: Big Dome Moderator: Bruce Porter (DOD) Lead presenter: Rosie Parkyn (BBC Media Action) Implementers	Best practices presentation: Small Dome Moderator: Catey Laube(OGAC) Lead presenter: John Penn (BBC Media Action) Implementers	Best practices presentation: Meeting room 1 Moderator: Dan Rutz (CDC) Lead presenter: Melanie Rodrigues (BBC Media Action) Implementers
09:00-10:00	Promising practices, examples from the field: THEME 1 Q&A and discussion	Promising practices, examples from the field: THEME 1 Q&A and discussion	Promising practices, examples from the field: THEME 1 Q&A and discussion
10:00- 11:00	Promising practices, examples from the field: THEME 2 Q&A and discussion	Promising practices, examples from the field: THEME 2 Q&A and discussion	Promising practices, examples from the field: THEME 2 Q&A and discussion
11:00-12:00	Promising practices, examples from the field: THEME 3 Q&A and discussion	Promising practices, examples from the field: THEME 3 Q&A and discussion	Promising practices, examples from the field: THEME 3 Q&A and discussion
12:00 -13:00	LUNCH		

13:00-14:30	Panel Discussion 1: Big Dome	Panel Discussion 2: Small Dome
	<p>Community mobilizers role in DC for VMMC: How can IPC more effective?</p> <p>Moderator: <i>Sema Sgaier</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> - Dino Rech CHAPS, SA) - Sinokuthemba Xaba (Zimbabwe) - Patrick Devos (PACTO – Mozambique) - Ngonidzashe Madidi (PSI Zimbabwe) - Gertrude Lisa (SFH, Zambia) - Sara Mwale (JHSPH / CCP Malawi) - Leora Apondi (Mobilizer, NRHS/UNIM, Kenya) <p>Rapporteur: Bruce Porter</p>	<p>Role of sexual intimate partners and women’s groups in VMMC demand creation</p> <p>Moderator: <i>Prof Nkandu Luo</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> - Dr. Kawango Agot - Ms. Hally Mahler - Cathy Phiri (Media 365- Zambia) - Karin Hatzold (PSI) <p>Rapporteur: Catey Laube</p>

14:30-16:00	Panel Discussion 3 : Big Dome room	Panel Discussion 4: Small Dome room
	<p>Role of traditional and religious leaders in creating demand for VMMC</p> <p>Moderator: Emmanuel Njeuhmeli (USAID)</p> <p>Panelists:</p> <ul style="list-style-type: none"> - Chief Mumena - Eunice Mary Muparutsa - Isaac K. yamongo (University of Nairobi) - Leickness Simbayi (HSRC) <p>Rapporteur: Kim Ahanda (USAID)</p>	<p>Potential panel on the role of the press and media relation on influencing demand for MC</p> <p>Moderator : Naomi Bock (CDC)</p> <p>Panelist:</p> <ul style="list-style-type: none"> - Richard Hasunira (Uganda Civil Society HIV Prevention Working Group) - Angelo Kaggwa (AVAC) - Sandy Ndonye (Internews) <p>Rapporteur: Dan Rutz (CDC)</p>
16:00-16:30	TEA BREAK	
16:30-18:00	Chair: Ian Membe	
	<p>Panel 5: Presentation (Plenary session: Big Dome)</p> <p>Innovative demand creation strategies from the worlds of advertising, marketing, and product promotion.</p> <p>Moderator: Jason Reed (USA)</p> <p>Panelists:</p> <ul style="list-style-type: none"> - Steve Kretschmer (IPSOS – Kenya) - Michael Briggs (Ogilvy Washington) - Paris Pitsillides (Matchboxology – SA) - William N. Ryerson (Popuation Media Center- USA) - Richard Delate (JHESSA) - Ram Prasad (Final Miles – India) <p>Rapporteur : Kim Ahanda (USAID)</p>	
18 :15-19:15	SIDE-BAR MEETING: PEPFAR Communications Sub-group	Meeting room 1

DAY 3: FRIDAY, APRIL 5, 2013

Facilitator: Lyndsey Vandament (CHAI)

Rapporteur: Mike Isbell

**Researchers, Implementers and marketing experts session
(Big Dome room)**

Title of session / presentation <i>Rapporteur: Mike Isbell</i>		Presenters	
9:00 – 9:30	Meeting the market	Annette Brown (3ie)	
9:30 – 10:00	Introduction to the requirements of the call for application for implementation and evaluation of innovative demand creation strategies (3ie Thematic Window 3) Overview of the matchmaking day		
10:00 – 10:45	Team competition part I	Table teams	Ministry of Health representatives, donors and normative bodies meeting (Small Dome room)
10:45 – 11:15	Coffee break		
11:15 – 12:00	Team competition part II	Table teams	Meeting continues
12:00 – 12:30	Poster exhibition	Table teams	
12:30 – 1:30	Lunch and voting		
	All participants reconvene in the plenary (matchmaking participants and observers)		
1:30 – 1:45	Awards	3ie / BMGF	
1:45 – 2:00	Introduction to classified ads exercise	Annette Brown (3ie)	
2:00 – 2:30	Writing and posting classified ads	Everyone	

2:30 – 3:00	The market	Everyone	
3:00 – 3:30	Coffee break		
3:30 – 4:30	New team meetings	New teams	
4:30 – 5:30	Closing session		Moderator : Anne Thomas (DOD)
	Meeting key recommendations and next steps		Mike Isbell
	Final thank you and logistics		
	Closing address	Countries representatives MCDMCH (Government of Zambia) PEPFAR HQ BMGF	