New Approaches to Demand Creation

PSI Zimbabwe
July 2017
67% to target of 1.3 million circumcision by 2018
Segments Prioritization

Segment selection criteria:

- Size of the segment
- High level of commitment to get circumcised in the future
- Sexual behavior
- Potential of advocating post circumcision

1. Enthusiasts
   - Large potential (21% of uncircumcised men); high commitment; dissonance issues

2. Neophytes
   - Large potential (19%), lack of knowledge is key to informing their commitment; addressing knowledge gap is relatively easy

3. Embarrassed Rejecters
   - Moderate potential (16%), commitment is rather low, knowledge, embarrassment and fears are high – need social support
Key Insights from IPSOS Research

- Segmentation Tool
- Targeted Messaging
- Honest Communication On Pain + Procedure
- New Demand Creation Approach
The Human Centered Design Conceptual Framework

**INSIGHTS**

- Make me feel supported through my peers and community
- Provide me with a positive experience at all levels
- Make VMMC sexier so I feel motivated to do it
- Give me more detailed information about the procedure
- Address my fears honestly regarding the pain I will experience

**MESSAGING THEME**

- Social Support
- Empathy
- Sex Appeal
- Procedure
- Pain

**CONCEPT**

- Clients into Advocates
- Client Experience
- Mass Media
- Infor on Demand App
- Painometer Targeted Messages (IPC)
Segmentation Tool

- Decision tree with scales leading to the segment
- Simplified visually and color coded
- Streamlined scale
- Paper based and digital versions
Insight
- Uncertainty on pain and procedures

Human Centred Design Challenge
- Honest communication about pain and procedure

Approaches
- Pain-O-Meter:
Honest Communication: Pain-O-Meter (2)

- Facilitates structured discussion on pain and procedure
- Explains what happens each day of the process
- Use analogies from clients to describe pain
- Identify pain management strategies
- Segment specific messages
Honest Communication: Pain o meter (2)

Process

Clients and mobilisers together described pain

Prototyping with clients and mobilisers

Testing and iterations
Operationalising the new tools under IPC

- IPC restructuring to identify new IPC agents
- IPC segmentation - 3 tier model (Gold, silver & bronze)
- New training manuals with client segmentation, segment specific key messages, pain-o-meter tools
Contribution to VMMC Uptake by Segment: April – June 2017

Percentage Contribution of Segments to All VMMCs

The three priority segments contributed 83% of all MCs (April – June 2017)
IPC Efficiency by Segment: April-June 2017

Baseline (Aug 16) vs Current Efficiency by Segment

**Efficiency** = # MCs / # Reached

- **Embarrassed Rejecter**
  - Baseline: 25%
  - Current: 47%

- **Neophyte**
  - Baseline: 25%
  - Current: 52%

- **Enthusiast**
  - Baseline: 24%
  - Current: 48%
IPC Efficiency by Segment

Enthusiast Segment Efficiency by Age, Apr-Jun 17

Efficiency baseline 25% (August 16)
IPC Efficiency by Segment

Neophyte Segment Efficiency by Age, Apr-Jun 17

Efficiency baseline 24% (August 16)
IPC Efficiency by Segment

Embarrassed Rejecter Segment Efficiency by Age, Apr - Jun 17

- Efficiency baseline 25% (August 16)
### Performance of IPC Agents (Dec 16 – Apr 17)

#### Chart:
- **Total MC**
- **IPC Contribution**
- **Gold IPC Contribution**
- **Silver IPC Contribution**

#### Data Table:

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#### Key Points:
- **150 Gold IPC & 690 Silver IPC**
Lessons Learnt in Zimbabwe

- Active participation of mobilisers and clients in the development process
- Rapid idea creation, prototyping, and iterative nature of concepts
- Coaching and mentoring of mobilisers for sustainability of outputs
- Segmentation, priority messaging and honest communication improving efficiency
Next Steps

- Conduct a randomised control trial to generate evidence of the approaches' effectiveness
- Strengthen mentoring and coaching of mobilisers to implement innovations
- Increase the Gold IPC agents
- Scale up innovations to all districts
- Finalise tools based on lessons
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