

Innovative Demand Creation for VMMC in Zambia

SOCIETY FOR FAMILY HEALTH

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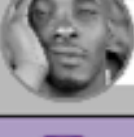




BILL & MELINDA
GATES foundation

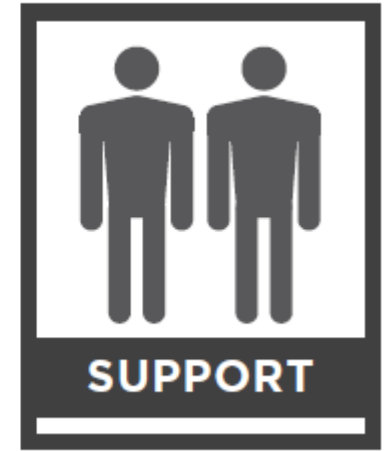
BACKGROUND: ZAMBIA CONTEXT

- Voluntary Medical Male Circumcision in Zambia since 2007
- Zambia set a national target of circumcising 1.9 million HIV negative males aged 15 – 49 years (80% coverage 2012-2015)
- By 2015, the program had completed 56% (1,166,188) of this target
- New 2016-2020 National Operational Plan set target to circumcise 90% of the male population 10-49 years (1,985,083 MCs) with a focus on the 15 – 29 year olds

SEGMENT PRIORITIZATION: CRITERIA BY ALL SEGMENTS

SEGMENT:	% POPULATION	% CIRCUMCISED	COMMITMENT LEVEL	ADVOCACY LIKELIHOOD	SEXUAL BEHAVIOR	PRIORITIZATION
 KNOWLEDGEABLE HESITANT	10%	50%	Low	High	Very risky	SELECTED
 SELF RELIANT BELIEVER	9%	71%	Very High	High	Very Risky	SELECTED
 FRIENDS DRIVEN HESITANT	19%	14%	Conflicted	Medium	Average	SELECTED
 SOCIALLY SUPPORTED BELIEVER	11%	56%	High	High	Very Risky	SELECTED
 INDIFFERENT REJECTER	27%	6%	Very Low	Very Low	Low Risk	LOW MOTIVATION
 SCARED REJECTER	17%	10%	Very Low	Very Low	Low Risk	LOW MOTIVATION
 TRADITIONAL BELIEVER	6%	71%	Very High	High	Low Risk	HIGH MOTIVATION

DESIGNED TAILORED APPROACHES: TOPIC CONCEPT FRAMEWORK



FRIENDS DRIVEN HESITANTS: MR. GREEN – AN EXAMPLE



What does Mr. Green need to hear:

HYGIENE

RISK REDUCTION

PAIN MANAGEMENT

HEALING & AFTERCARE

POPULARITY

NATIONAL PRIDE

Hygiene: He needs to hear about the hygiene benefits of VMMC but also to understand exactly how they are achieved. He's skeptical about the cleanliness aspect and doesn't understand the link between hygiene and reduced infections. Showing a model of foreskin, and explaining about how the exposed skin is easier to wash helps. Mention of women here embarrasses them.

Risk reduction: He needs to understand the meaning of 60% protection, but to understand the risk they also need basic information on what an STI is. It's important not to overwhelm him, as this is a new concept, but to give enough basic information to appreciate risk reduction.

Pain Management: He wants to know that the pain is bearable.

Healing & Aftercare: He wants very detailed information on what to do to care for himself after, even to the level of what temperature of water to drink to stay hydrated. Since he's less informed about sex he also needs to know why a man can't have it for six weeks.

Popularity: It is best to emphasize that the MOH approves of VMMC enough to want it to be free.

National Pride: MOH approves of VMMC and he is being a responsible man by helping reach an AIDS free generation.

Value Statement:

"Now that I know how VMMC works to keep me clean and healthy, why wouldn't I want to do the responsible thing?"

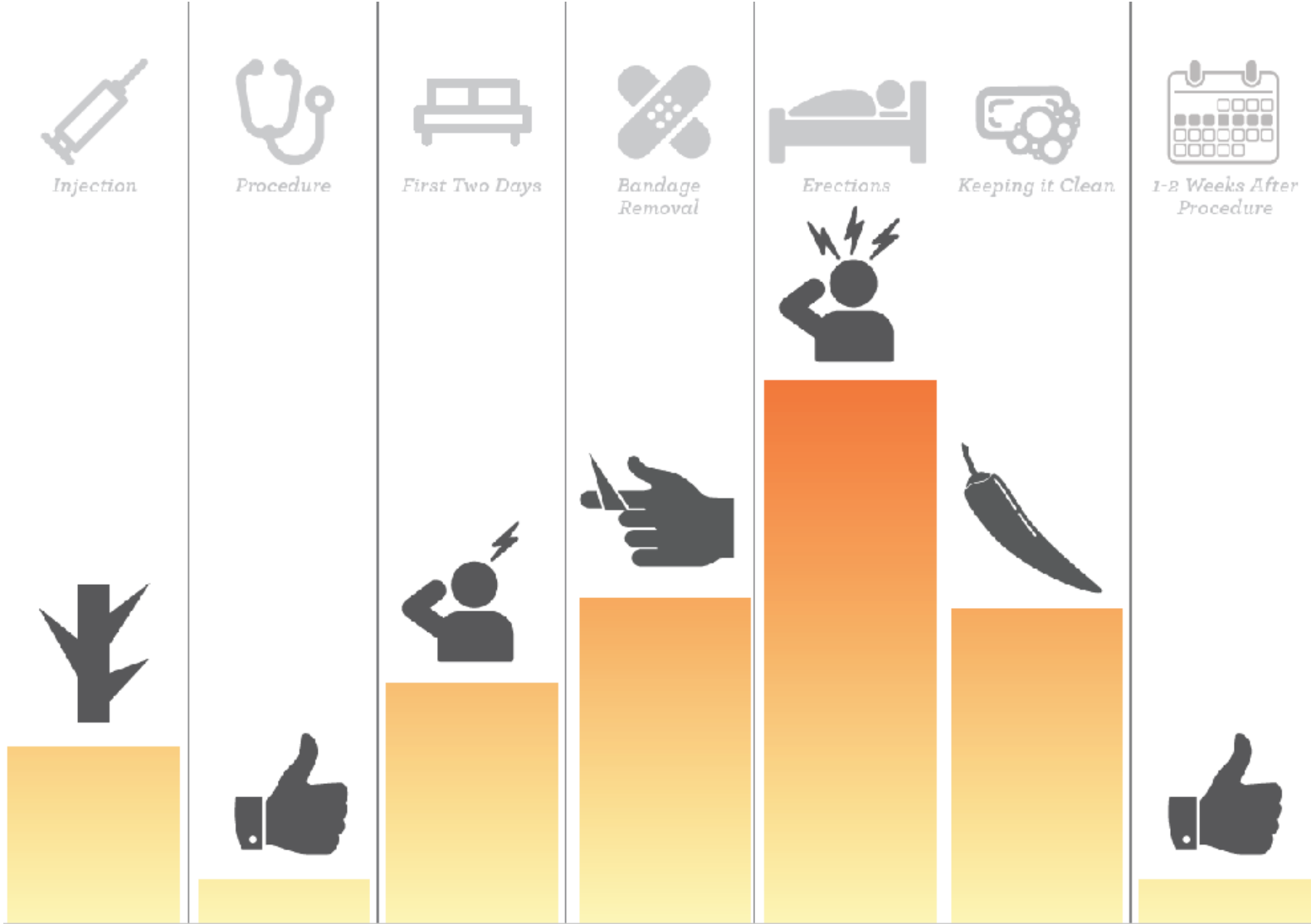
Most Relevant IPC Tools:

60% Jar: Keep it basic
Pain-o-meter: Emphasis on healing
Hygiene Messaging: Penis Model
Buddy system: Chance to join

DESIGN TAILORED CONCEPT: TRUE OR FALSE WHEEL



DESIGN TAILORED CONCEPT: PAIN-O-METER



SUMMARY OUTPUTS

- VMMC communications and marketing gap analysis
- Detailed archetype profiles for 4 priority segments
- Cross-cutting messages for mass and mid-media channels
- New IPC flipchart incorporating tailored segment messages and 4 of the 7 HCD concepts
- New ice breaker tool called the ‘true or false wheel’ for IPC group sessions
- Revised segmentation typing tool
- Revised IPC agent recruitment criteria and training guides
- New IPC reporting forms and supervision structures
- High level road maps for VMMC communications and marketing strategy

THE PILOT

Piloted new approach

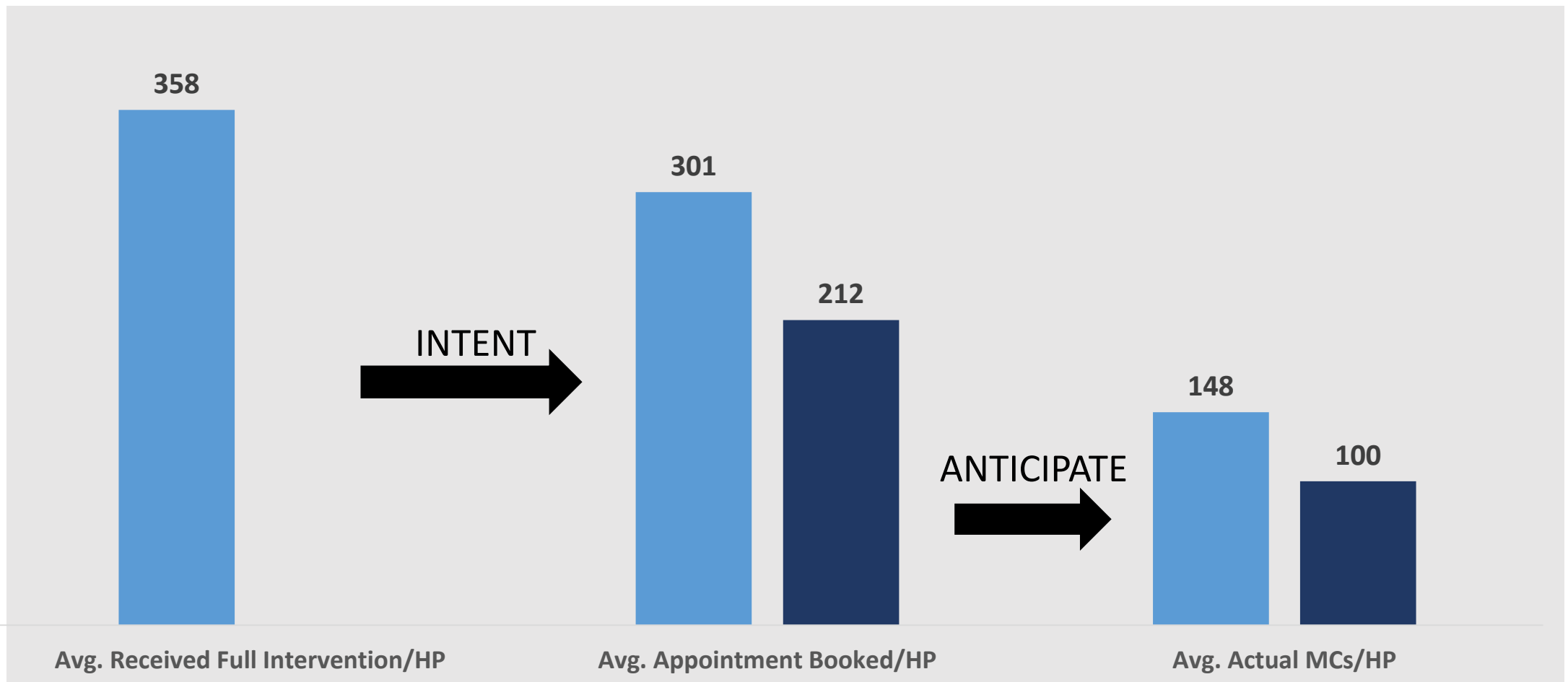
- 6-month pilot, August 2016 - February 2017
- 5-day training of health promoters

Zambia VMMC Program	Pilot Indicators
Project Outcomes	Efficiency (increased conversion rate) and effectiveness (increased MCs)
Programmatic Indicators	Client age distribution, HP productivity, effective IPC format (group size) and setting (location of clients)

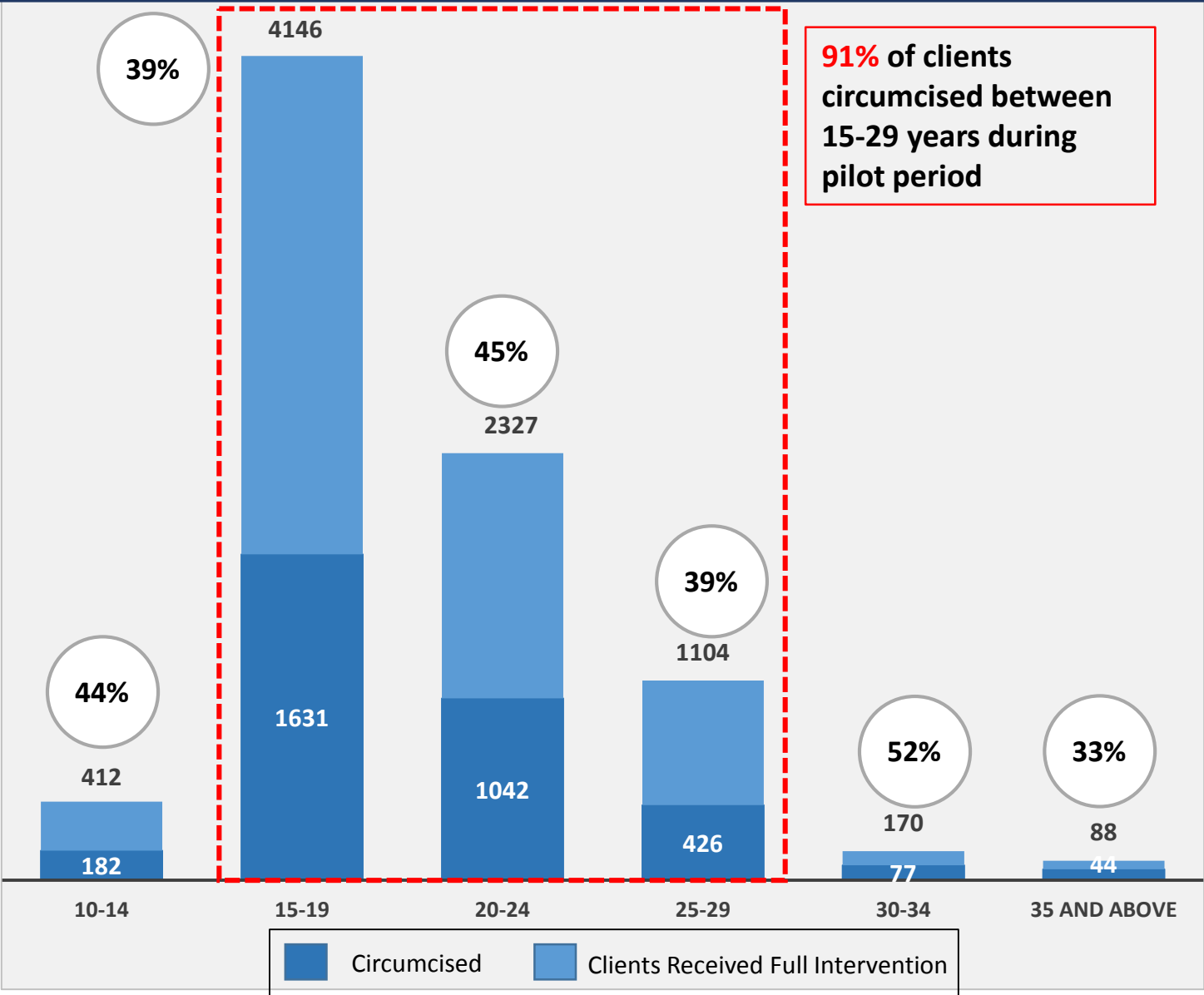
Summary Results

	No of HPs	Number of Clients Booked	Number of MCs done	Average No. of MCs per HP	Percentage of MCs 15-29 years
HCD Pilot	23	6,926	3,401	148	91
Standard Demand	54	11,429	5,374	100	70

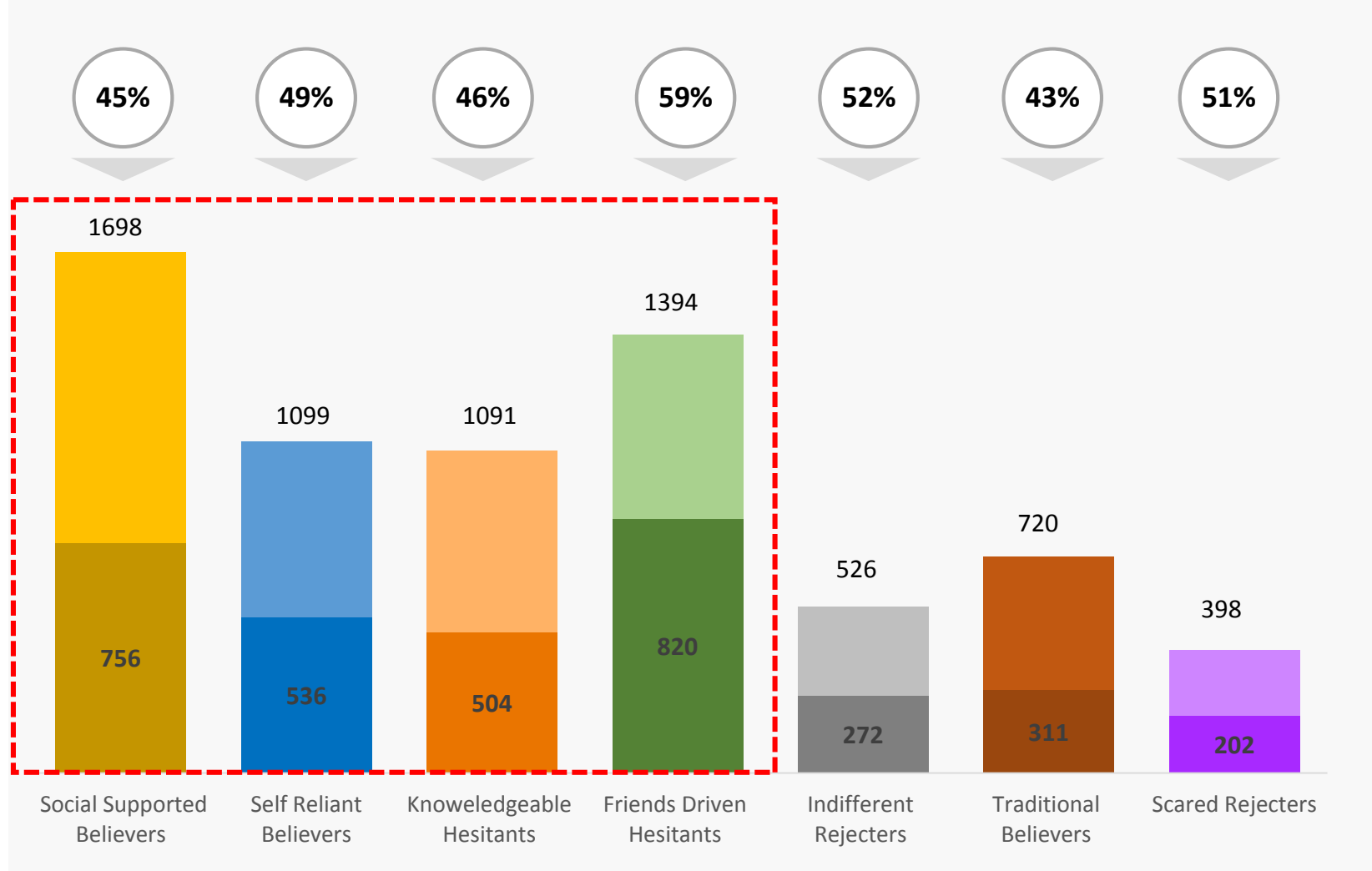
PILOT FINDINGS: JOURNEY CASCADE



PILOT FINDINGS: Client Conversation Rate by Age Group, Aug-Feb 2017 (n=8,227)



PILOT FINDINGS: VMMC Booked vs. Actual, All Segments (n=6,926)



LESSONS LEARNED & NEXT STEPS

1. Revise recruitment criteria and provide extra refresher trainings for community health workers
2. Align outreach structure/communications channels with segmentation approach. Tailoring is key!
3. M&E system updates - new forms for tracking follow-ups and tablets to capture real-time data for decision-making.
4. Scale up of these new methods and incorporation into national program
5. Share findings widely