

Market Research – Method and Implementation

SOCIETY FOR FAMILY HEALTH

28th February, 2017

Albert Machinda (MBChB, MSc, PMP)

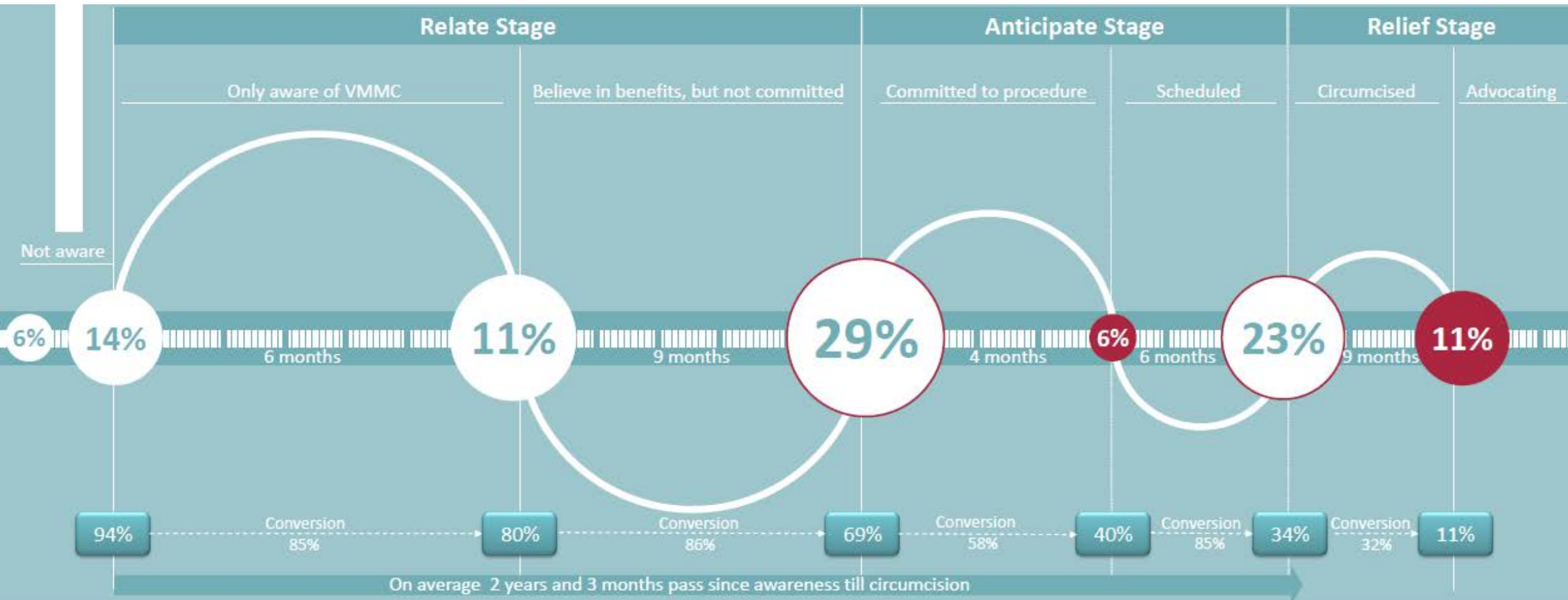
Project Director



BILL & MELINDA
GATES foundation

IPSOS RESEARCH: Journey Mapping

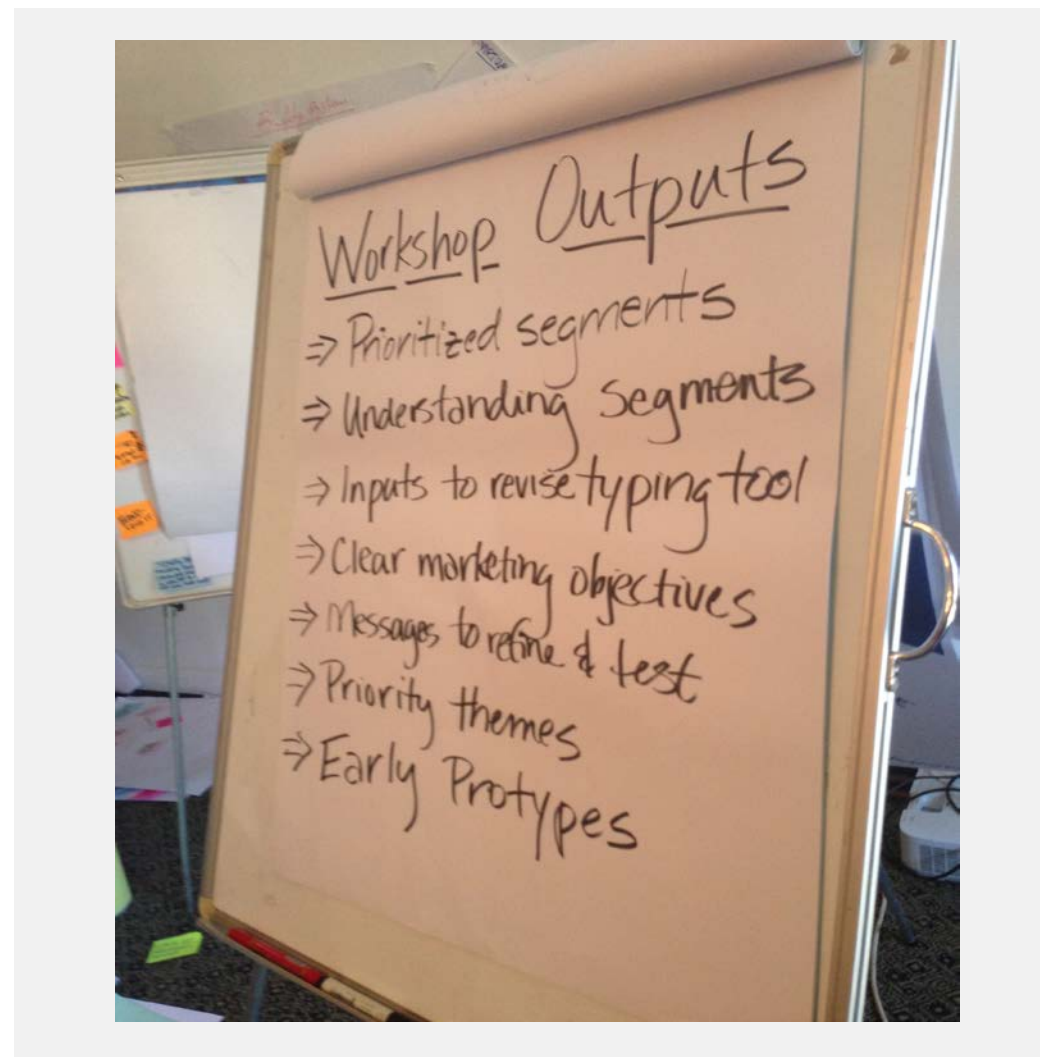
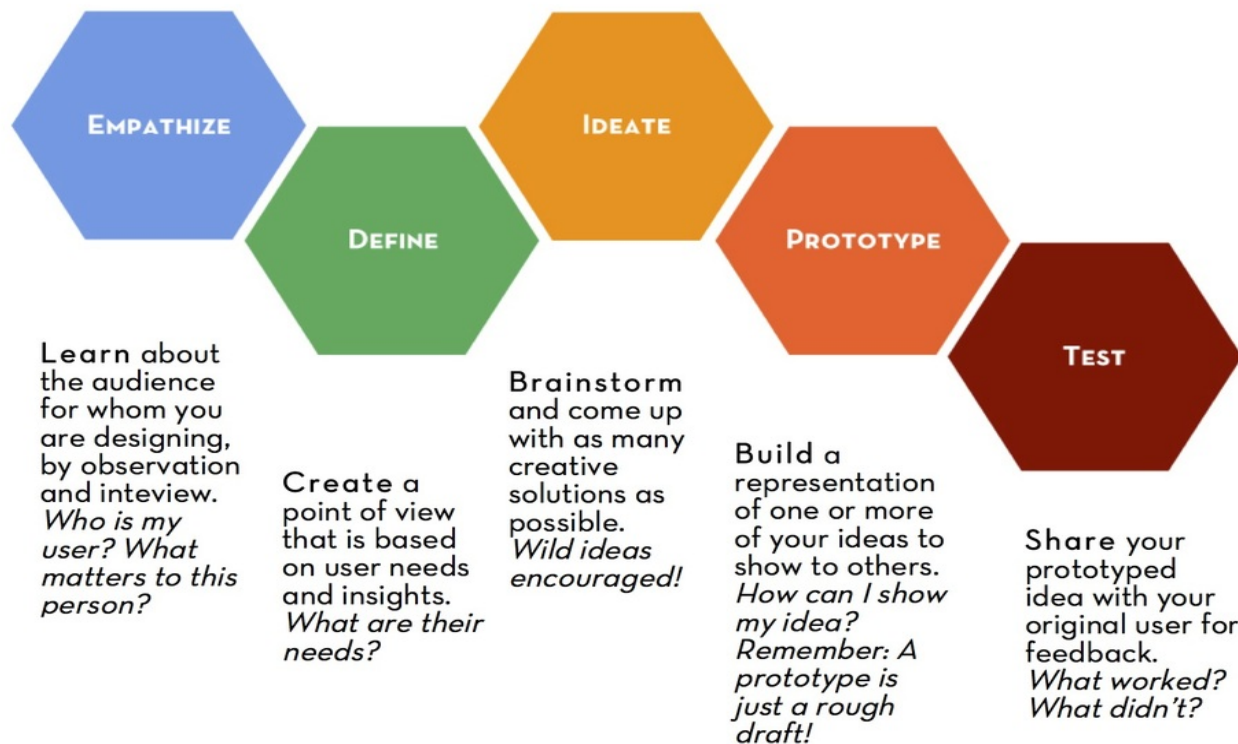
An overwhelming majority of men in Zambia are aware of VMMC (94%) and believe in its benefits (80%); however two significant drops are defined on the path: from commitment to scheduling of the appointment and from getting circumcised to advocacy.






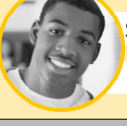



Bases: % are calculated based on the sample of all men, excluding those who are non-medically circumcised, n=1793.
 Bases for means in months: time between becoming aware to belief in benefits, n=1226; time between belief in benefits to commitment, n=642; time since commitment to scheduling appointment, n=122; time since scheduling appointment to appointment (projection), n=122.

HUMAN CENTERED DESIGN APPROACH

We are all DESIGNERS!



SEGMENT PRIORITIZATION: Concept and Messaging Criteria

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

HCD CONCEPT IMPLEMENTATION: Demand Creation Pilot

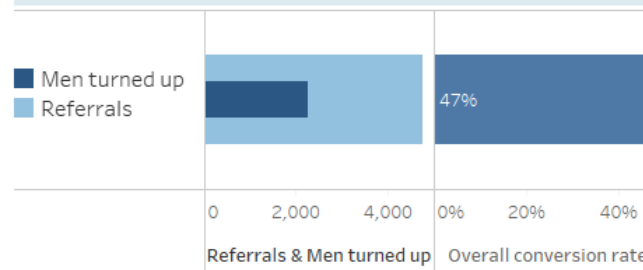
- Selected rural and urban facilities
- Selected and trained 23 CHWs on the new tools and strategies
- Revised CHW supervision and reporting tools
- Rolled out pilot for 3 months initially, then extended to 6 months
- Strengthened existing demand creation structures to support new HCD concepts/approaches



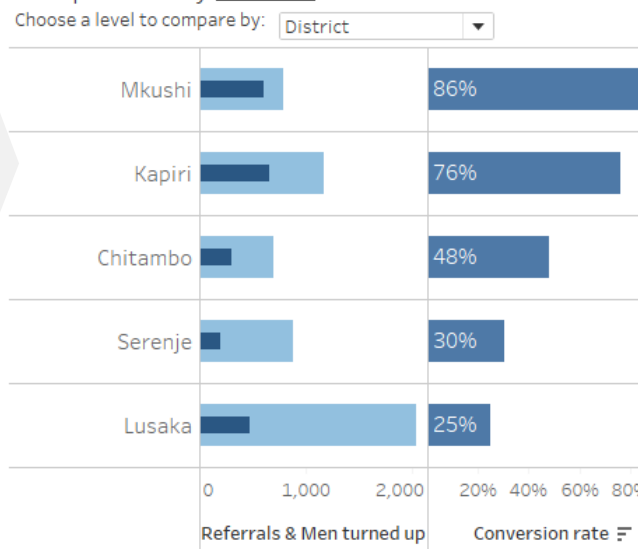
MONITORING AND EVALUATION INDICATORS

- ✓ Effectiveness
- ✓ Conversion Rate
- ✓ Productivity
- ✓ Usability of new tools and forms
- ✓ Format
- ✓ Setting
- ✓ Characteristics of clients/segments

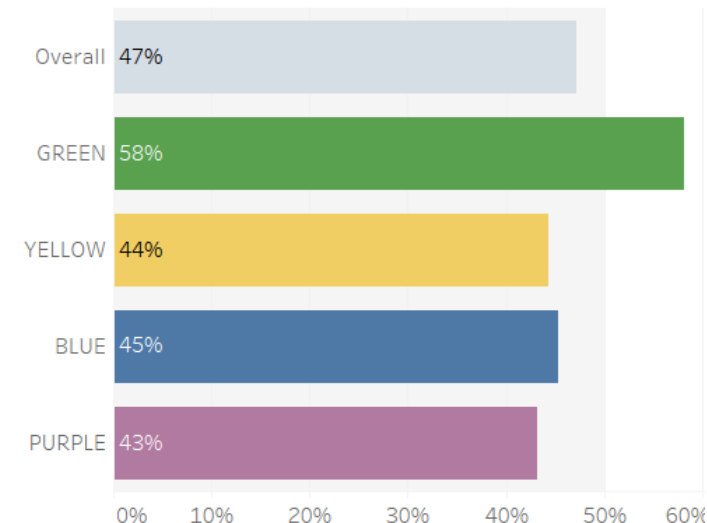
SFH VMMC Com's dashboard: Pilot



Comparison by District



Conversion rates by segment



Conversion rates by setting

