

MAXZAM Preview

Francis T. Kaira

Jhpiego, Zambia

11th October 2018



**Saving lives.
Improving health.
Transforming futures.**

Outline

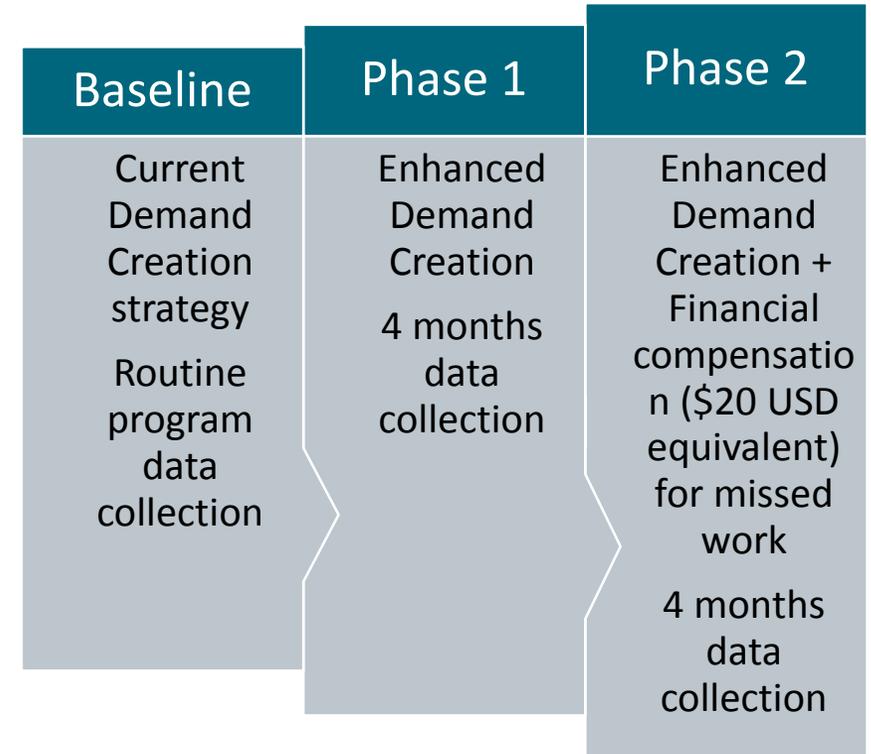
- Overview of Evaluation
- Enhanced Demand Creation Strategy
 - › Human Centered Design Approach
 - › Health Promoters Selection Criteria
 - › Training and Supervision/Mentorship
 - › Strategies Used to Identify & Recruitment High Risk Males
- Preliminary Results
- Challenges
- Way Forward

Overview of Evaluation

- This **outcome evaluation** is a **quantitative assessment** of a phased implementation of :
 - » an **enhanced demand creation** activity
 - » and **financial compensation for missed work**
 - » targeted at **high-risk men > 18yrs old**
- **Pre-post evaluation** of an enhanced demand creation strategy based on the **human centered design (HCD)**
- **Evaluation Question:**
 - » Does an **enhanced demand creation strategy** of targeted messaging at non-traditional VMMC recruitment sites **with financial compensation for missed work increase VMMC uptake** (circumcision within 3 months of recruitment) among high risk men ≥ 18 years?
- **Primary Outcome:**
 - » **Total number (proportion) of high-risk men aged ≥ 18 years undergoing VMMC** at the participating facilities during each Phase of the program

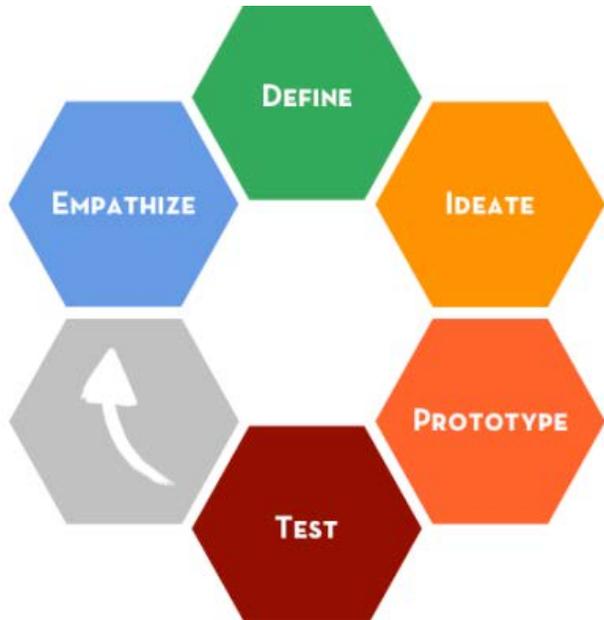
Overview of Evaluation

- 2 Phases with a sample size of 8,000 high risk men per phase
- Study Districts: **Lusaka (4 sites)** and **Mazabuka (3 sites)**
 - › Including sites from these two districts will allow for the evaluation to include men from
 - › **urban and peri-urban settings,**
 - › **daily-wage workers and**
 - › **seasonal, plantation-based workers,**
 - › all of which are groups who may be at increased risk of HIV infection
- **20 Health Promoters (10 per district)**

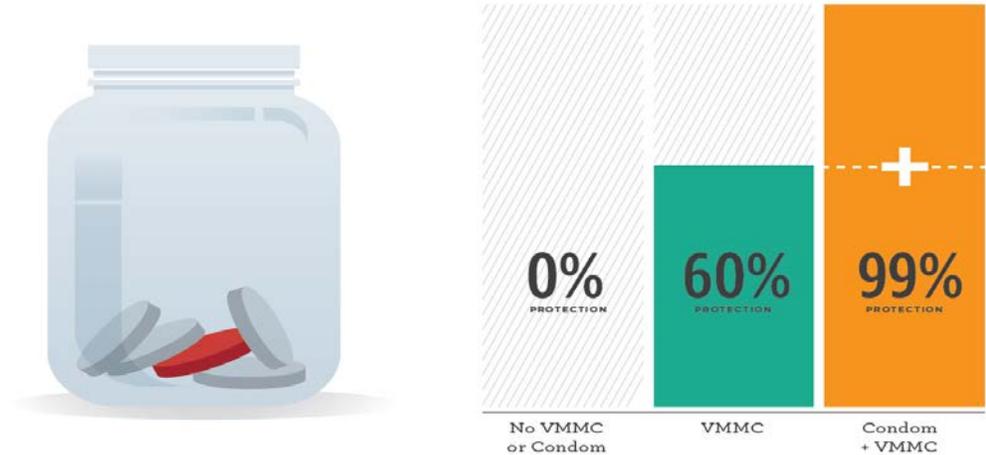


Enhanced Demand Creation Strategy: Human Centered Design (HCD)

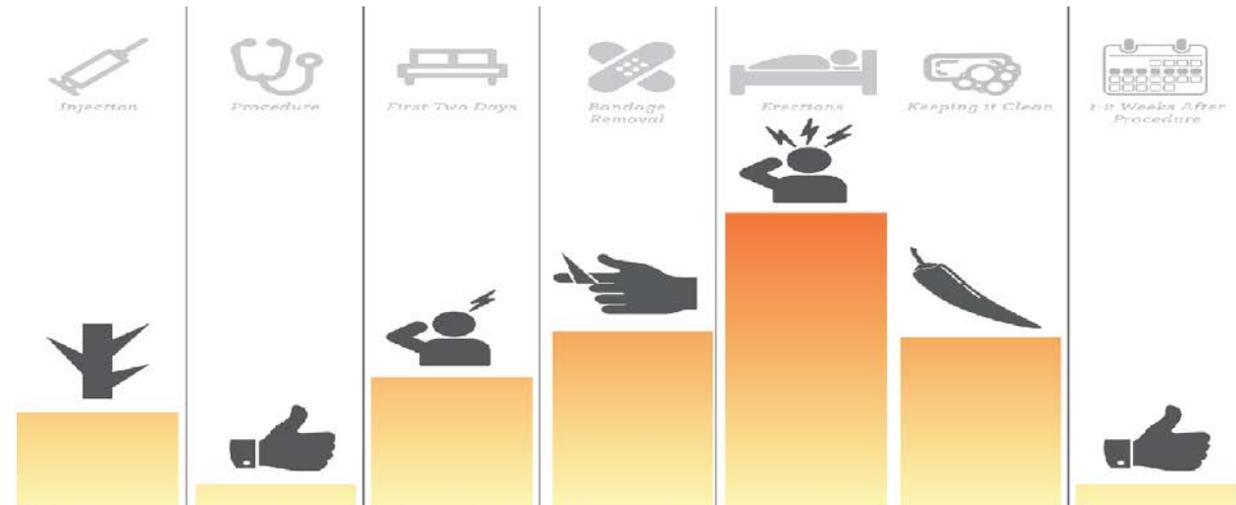
- HCD listens and learns to build understanding and empathy between different audiences.
 - › HCD approach mainly focuses on segmentation of target audience and giving them specific guided messages for their segments.



- › 60% protection from HIV: Jar Concept



- › Pain-o-meter



Segment Prioritization: Criteria By All Segments

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

Health Promoters: Selection Criteria & Competencies

Criteria

- Be from within catchment area (e.g. CHWs)
- Speak local language
- Active volunteers who help at the local facility
- Command some level of respect and influential in the community.

Skills

- Interpersonal skills
- Self confidence
- Confidentiality
- Certificate in Counselling and knowledge of VMMC and HIV prevention an added advantage



Training

Length of the training is 5 days and the package is as follows:

- HIV/AIDS
- VMMC
- Community
- Participation and Listening
- Adult learning
- Behavior
- IEC vs BCC
- Education through Listening
- Audience Segmentation
- Field visit



Supervision

Importance of Supervision

- To observe first-hand how Mobilizers perform and to coach them so that they can achieve their full potential.
 - › To improve Health Promoter skills
 - › Investigate a performance problem

Supervisory Mentorship Visits

- A supervision tool is used when conducting supervisory mentorship visits
- The first visit informs the objective of the next supervisory visit to follow up on items from previous visit

Supervision Tool Domains

- Preparation
- Opening
- Targeting
- Segmentation
- Messaging
- Summary/Closing
- Deflecting Arguments
- Technical Accuracy



Strategies Used to Identify & Recruitment High Risk Males

1. Defining High-Risk Men – 6 Criteria
2. Non traditional recruitment venues
3. Timing of Recruitment
4. Mapping of sites catchment for these venues & monitoring recruitment progress
5. Use of effective demand creation approaches

1. Defining High Risk Men

- High risk men are defined as men who answer ‘Yes’ to one of the following questions within the past 6 months:
 1. Treatment for an STI (or symptoms of an STI), including current STI or symptoms
 2. Participation in transactional sex (e.g., buying or selling sex for money, food, or favors)
 3. HIV-positive primary sexual partner (as defined by the participant)
 4. More than 2 overlapping sexual partners
 5. Sexual intercourse when the participant or his partner were drunk
 6. Use of illegal drugs (e.g., marijuana, dagga, heroin, ecstasy, etc.)

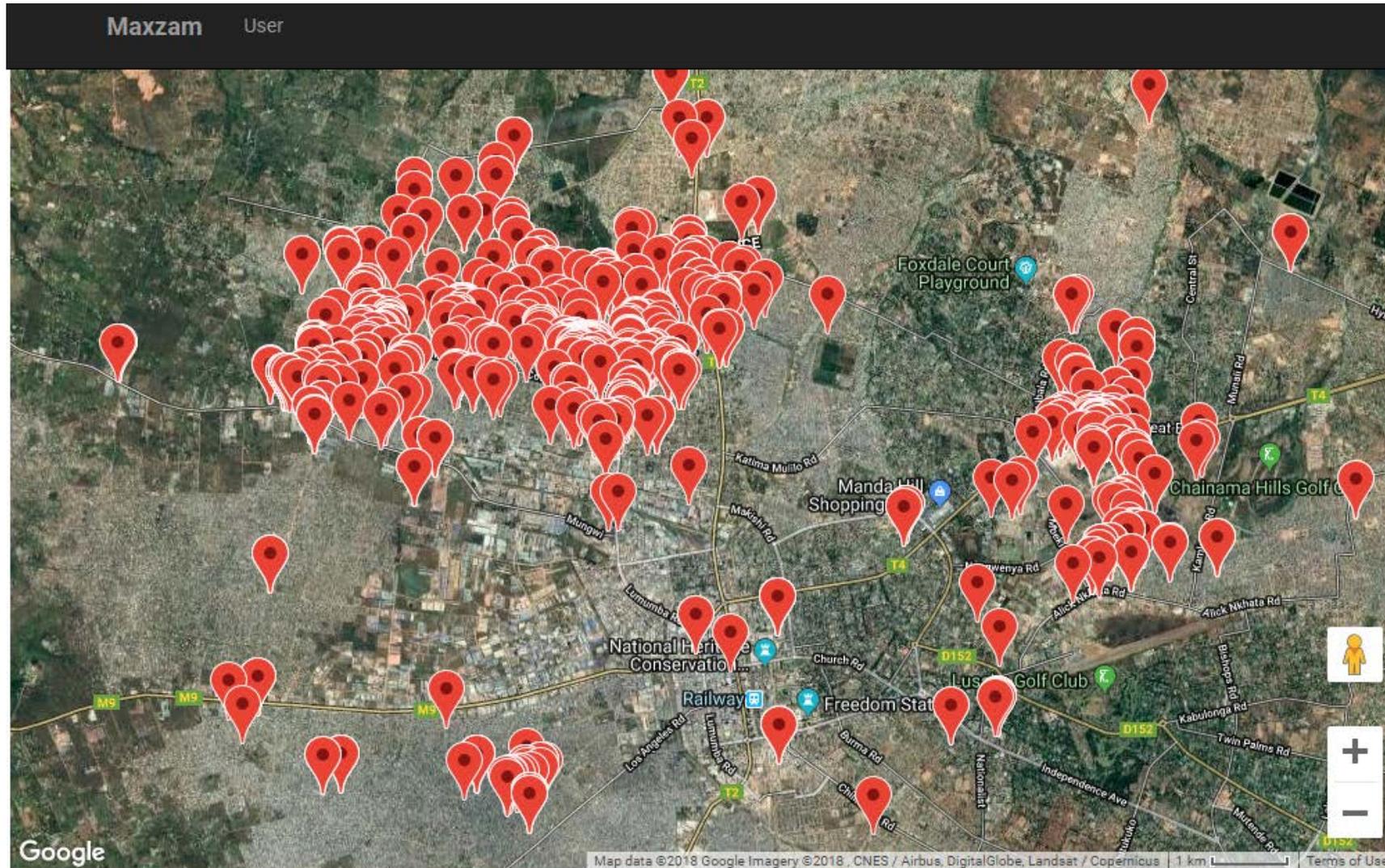
2. Non-Traditional Recruitment Venues

- Bars
- Brothels
- Workplaces (e.g., at or near sugar plantations, construction sites)
- Higher institutions / universities
- Markets
- Music Shops
- Barber Shops
- Fishing Camps
- Cane-Cutter Compound
- Sports Ground
- Bus Stops/Taxi Ranks

3. Timing of Recruitment

- The most effective recruitment times are from 16.00hrs to 23hrs on weekdays
- All day on weekends

4. Mapping of sites catchment for these venues & monitoring progress



Map showing current status of enrollment in Lusaka District

5. Effective Demand Creation Approaches

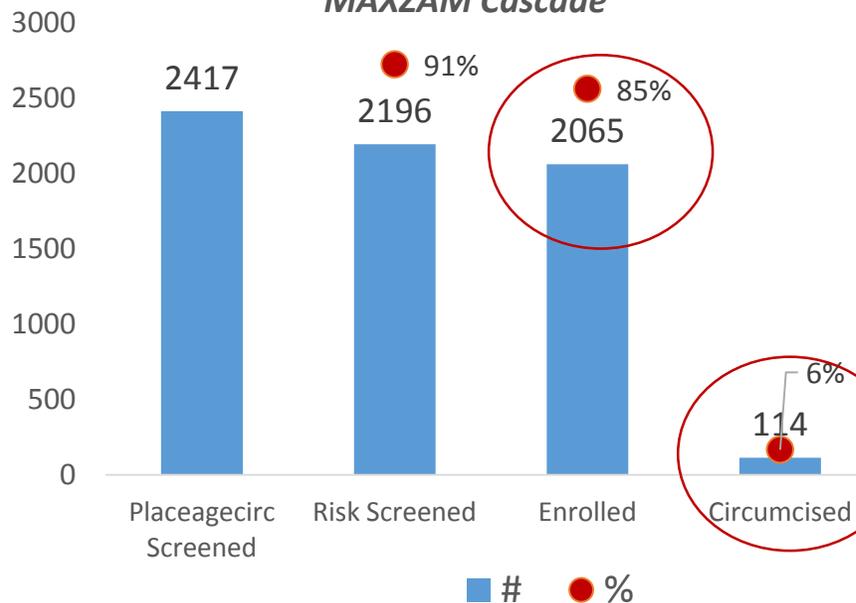
- The main demand creation strategy used is one to one and small group sessions using the HCD segmentation
- Most successful approaches so far:
 - › Peer to Peer approach using satisfied clients.
 - › Facilitating group discussions in male student hostels in Universities
 - › Identifying high risk men in bars and making appointments with potential clients for interviews at home when sober
 - › Follow-up phone calls
 - › Mobilizers follow the client across the VMCC continuum, from awareness to mobilization through recovery and then advocacy



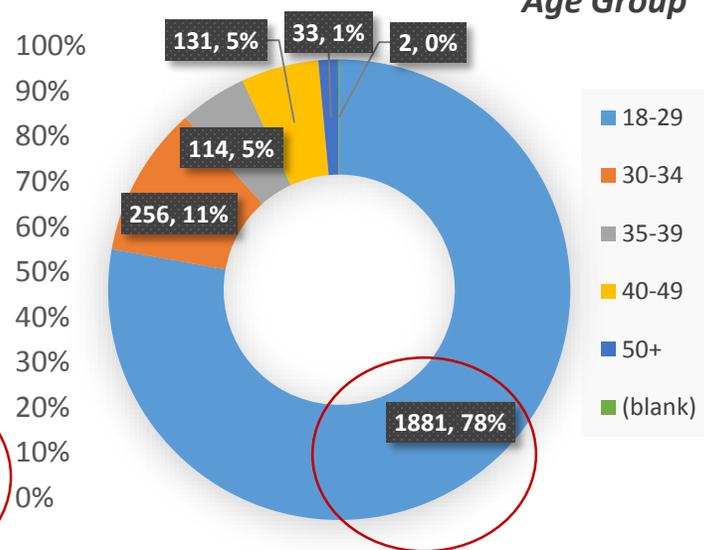
MAXZAM Preliminary Results

June 18th - September 30th 2018

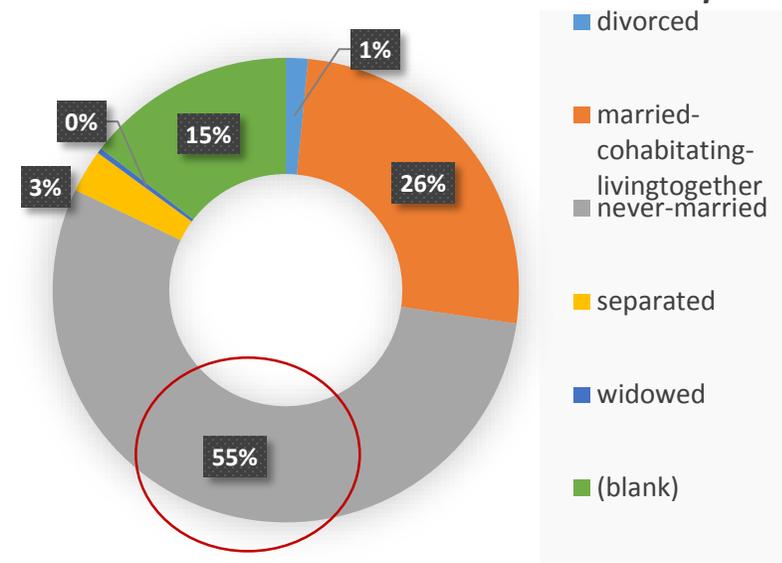
MAXZAM Cascade



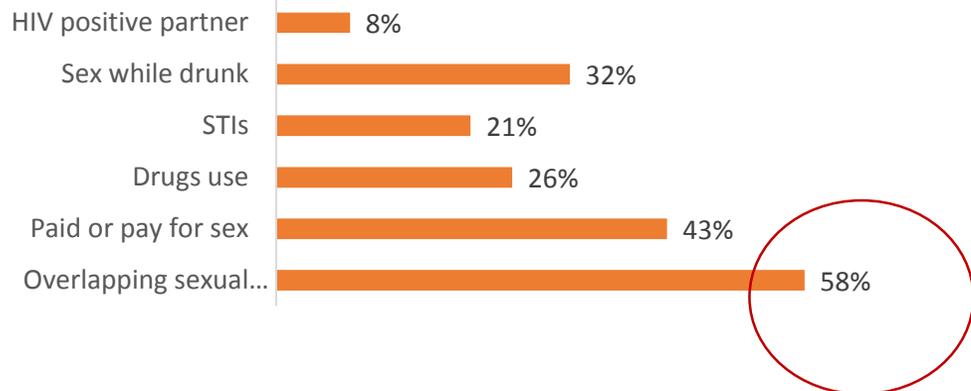
Age Group



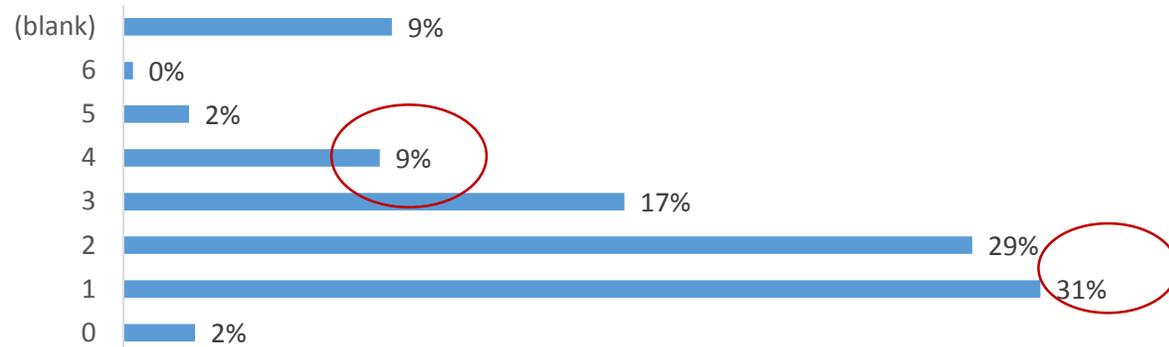
Relationship Status



Risk Screening

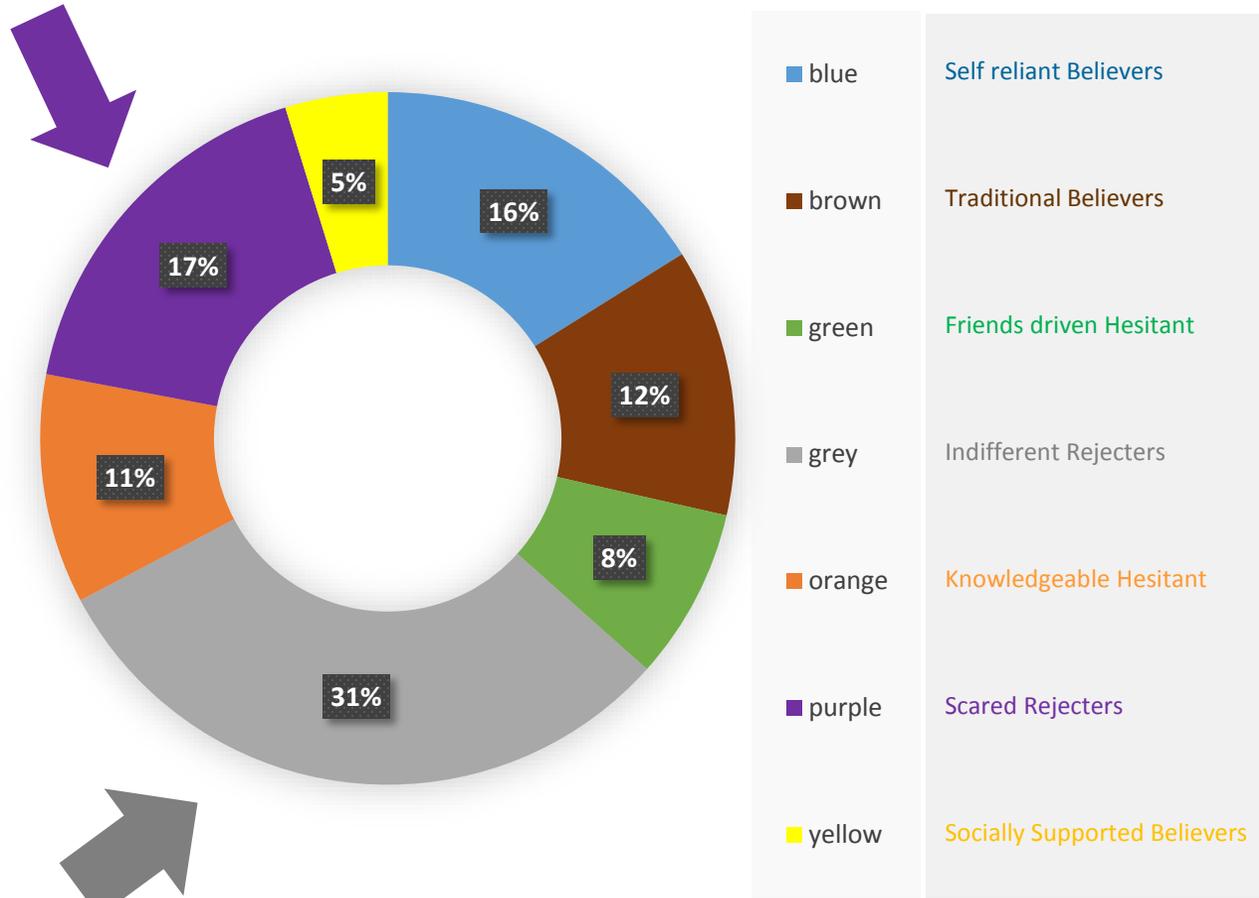


No of Risk Factors Met

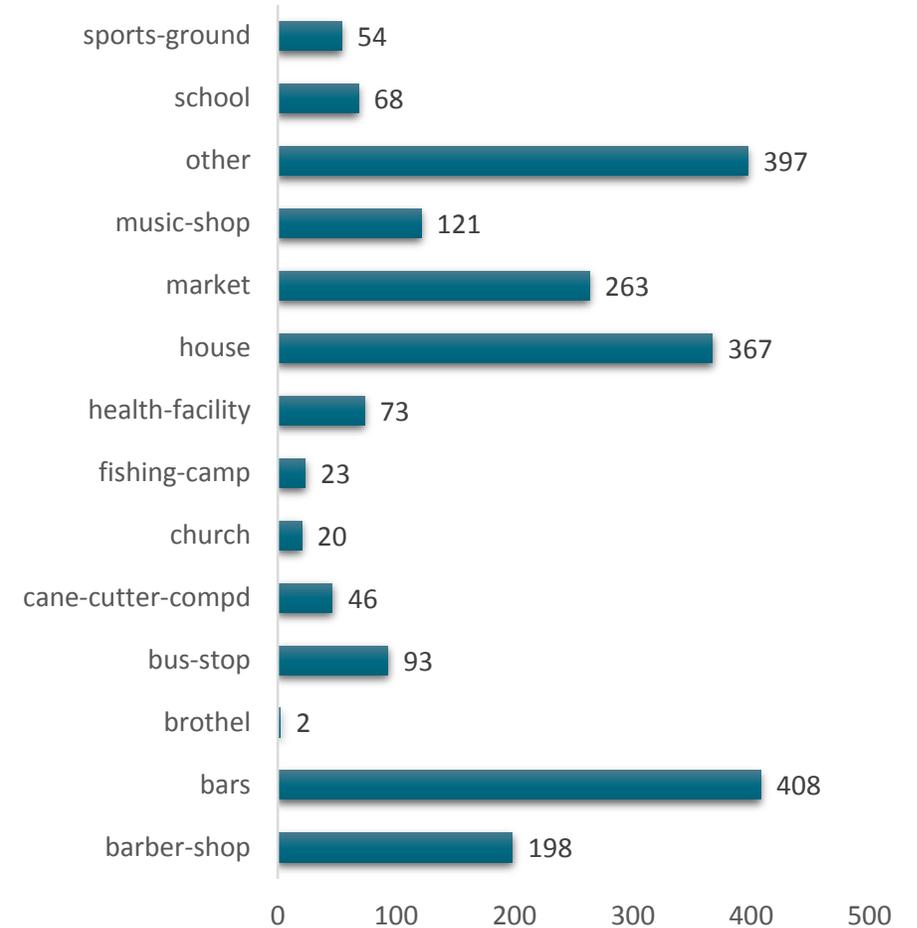


MAXZAM Preliminary Results cont..

Segmentation



Recruitment by Venue



Challenges

- Weather is hot, there is a perception that healing may take long (Traditional Circumcision)
- Recruiting during working hours is difficult
- Fear of HIV testing among high risk men
- Clients approaching multiple mobilizers in order to get free drinks
- Difficulties in recruiting men from STI clinics

Next Steps

- Assess the cost and cost effectiveness of the enhanced demand creation strategy and financial compensation for missed work among men aged ≥ 18 years
- Assess the enhanced linkage to STI/HIV treatment component of the project
- Phase 1 ends on 4th November, phase 2 starts 12th November 2018

Thank you

