

Strength in Numbers:

A VMMC Demand Creation Support Series

Webinar 2: What's next?

Applying human centered design approaches to increase VMMC demand



BILL & MELINDA
GATES foundation



innovating to save lives
Jhpiego
an affiliate of Johns Hopkins University



Workshop

SAVE THESE DATES!

Strength in Numbers: A VMMC Demand Creation Support Series

Effective VMMC demand creation grows increasingly crucial and often more challenging as countries progress towards VMMC saturation. Over the course of several months in 2017, the Strength in Numbers series will intensively engage stakeholders across priority VMMC countries to support learning and skills acquisition on the latest demand creation experience, approaches, and tools showing promise. Please join us!



WEBINAR What's happening? VMMC programs share promising demand creation approaches

This Webinar will feature presentations from VMMC programs achieving positive results in reaching priority age groups using unique and tailored demand creation activities. Presenters will share program design approaches, the degree to which they improved service uptake, and challenges and failures that guided their path to a successful strategy. *Open attendance.*

DATE: 17 May 2017

URL: <http://connect.jhpiego.org/whats-happening/>

TIME: 9:00-9:30 am EST / 2:00-3:30 pm CAT / 3:00-4:30 pm EAT

WEBINAR What's next? Applying human centered design approaches to increase VMMC demand

This Webinar will zero in on innovative efforts to increase VMMC demand creation, detailing an integrated approach leveraging market research techniques such as journey mapping, behavioral economics and segmentation and transforming that research to practice using human centered design approaches. Featured approaches have shown promising initial results, including documented increases in VMMC uptake. *Open attendance.*

DATE: 12 July 2017

URL: <http://connect.jhpiego.org/whats-next/>

TIME: 9:00-9:30 am EST / 2:00-3:30 pm CAT / 3:00-4:30 pm EAT

IN-PERSON WORKSHOP What can we achieve together? Event to share knowledge, skills, and tools

Building on the approach featured in the Webinar, a small workshop will convene representatives from the VMMC community to build skills in effective, innovative demand creation strategies, disseminate tools to enable implementation of these strategies, and facilitate implementers on their use. Participants will also discuss country-specific needs and transition near- and long-term demand creation solutions they can bring back to their in-country colleagues. *Invitations forthcoming.*

DATE: 12-14 September 2017

LOCATION: Johannesburg, South Africa

QUESTIONS? Contact Beth Skorochood (ESkorochood@pi.org) or Caley Laube (Caley.Laube@pi.org)

WORKSHOP
September 12-14
Invitations forthcoming

Bill & MELINDA
GATES foundation



Partnership
Jhpiego
a Division of Johns Hopkins University

