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U.S. President's Emergency Plan for AIDS Relief

Fundamentals of Comprehensive VMMC Communication

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Purpose

- Fundamentals of strategic communication for behavior change
- Key elements of communication across the VMCC continuum





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Overview

- VMMC in context
- Fundamentals of strategic communication
- VMMC communication continuum
- VMMC “better practices”
- VMMC communication – call to action



VMMC in context

Internal vs External Validity:

Achieving positive results in a non-controlled, real world setting

Diverse Influences

- Medical (facts & beliefs)
- Religious
- Cultural
- Political
- Human Rights





Behavior Change Communication

- Systematic application of interactive, theory-based, communication strategies to achieve behavior change at the individual and collective levels.
- Involves not only individually-focused BCC (using mass media, community-level activities, and interpersonal communication), but also community mobilization and advocacy.





Behavior Change is a Process

Applied Stages of Change

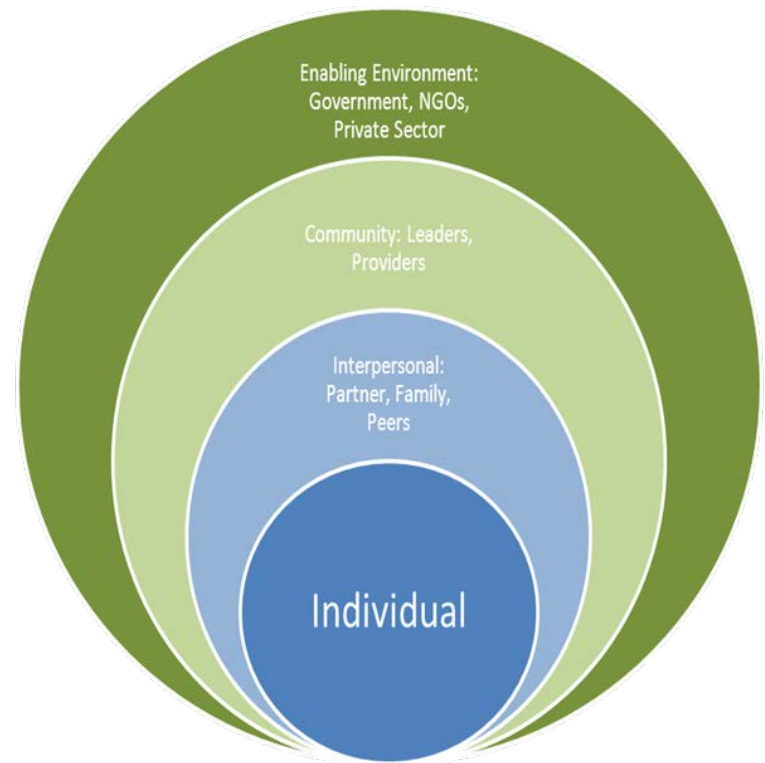
- Pre-contemplation
- Contemplation (Knowledge)
- Acceptance
- Intention
- Action
- Maintenance
- *Advocacy*



Behavior in Context

Socio-Ecological Model

- Individual
- Interpersonal
- Community
- Enabling Environment





VMMC Communication Objectives

Generally two primary behavioral objectives:

1. Increase informed demand for and use of safe clinical VMMC services
2. Increase consistent practice of safer sexual behaviors (throughout and post VMMC)





Strategic Communication

Key Elements of the Communication Plan:

1. Behavior(s)
2. Audience(s)
 - Primary
 - Influencing
3. Determinants
4. Interventions (Activities & Materials)





Key Elements of Strategic Communication

1. Identify the specific **behavior(s)**:
 - HIV testing
 - VMMC procedure
 - Safe healing (including Abstinence for _ weeks)
 - Sustained safer sexual practices
 - Condom Use
 - Partner reduction
 - Abstinence/Delay of sexual debut





Key Elements of Strategic Communication

2. Segmented Audience(s):

Primary:

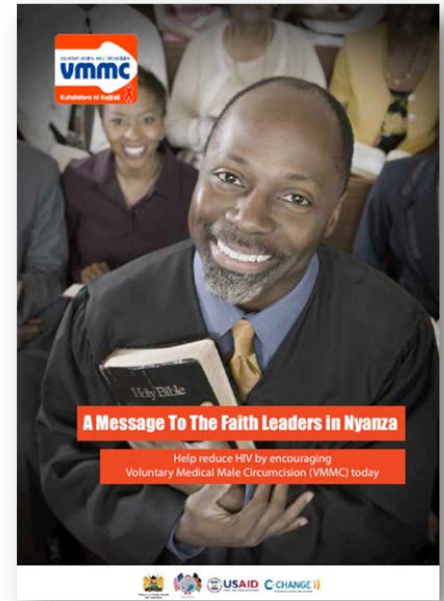
Men 25-34

Adolescents

Parents of Newborns (to be)

Influencing Audiences:

Women (partners, mothers), religious leaders, cultural leaders, peers, service providers





Key Elements of Strategic Communication

3. Determinants:

Factors that influence behavior positively or negatively (motivating factors & barriers)

Determinants grouped into categories:

Perceived positive consequences/negative consequences

Perceived severity

Perceived susceptibility

Perceived social norms

Self efficacy

Cues for action

Perceived divine will

Perceived action efficacy





Key Elements of Strategic Communication

3. Interventions/Activities & Materials:

Identification based on:

Audience (including stage of change)

Determinants***





Communication Channels

Mass media:

- TV, radio, video, film, newspapers, outdoor, print

Community-level activities:

- Community radio, community mobilization, folk media (traditional dance, theater, storytelling)

Interpersonal communication:

- Peer education, outreach, counseling, hotlines

New media

- Websites, blogs, SMS programs, mobile phone apps





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Systematic Planned Change

Planned Process

Analysis

Strategic Design

Development

Implementation &

Monitoring*

Evaluation

Re-planning



SOURCE: Adapted from Health Communication Partnership, LLP et al (2002) The P-Process; Miller et al (2005) The RACIS Model: Roles, Behaviors, and Outcomes (1996); The Integrated Strategic Wheel; Roberts et al (1995) The Tool Box for Building Health Communication; Equality and National Cancer Institute (1999) Health Communication Program Cycle





Moving Forward with “Better Approaches”

- Follow a systematic approach
 - Develop a communication strategy based on your context (*addressing the cultural and social strengths and needs)
- Base strategy on in-depth situational analysis
- Segment Audiences into meaningful sub-groups
 - Include Influencing Audiences
- Involve target audiences and their communities in setting priorities, identifying locally appropriate behavioral objectives, developing messages and designing activities





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Moving Forward with “Better Approaches”

- Plan for and use research, monitoring and evaluation
- Feature pre-tested messages that move beyond delivery of factual information and include salient emotional appeals
- Communicate harmonized or mutually reinforcing messages through multiple channels that effectively reach the target audience





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Call to Action

- What can you do to address communication across the VMCC continuum (what are the existing gaps?)
- Follow a strategic process

