

Partnership for effective VMMC School campaign

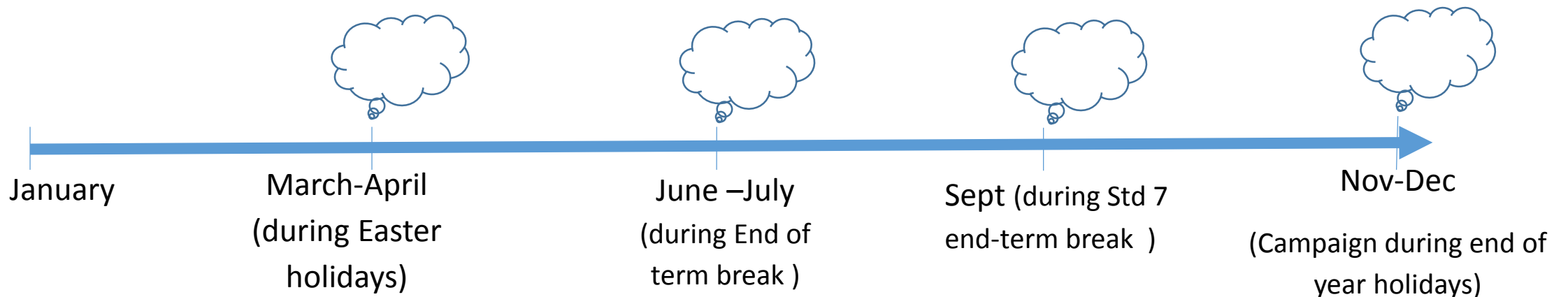
Botswana Lessons

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Background (1)

- Botswana National VMMC program started in 2009 and the concept of school campaigns was introduced in 2013 targeting boys aged 10-18 years ,in primary and secondary schools.
- The national VMMC calendar has 4 School campaigns ,of a duration of 2 to 4 weeks

Annual School campaign timeline



Background (2)

- No Specific name or branding was needed for this partnership.
- This was a new internal strategy for interacting with schools building on the already existing platform.
- Before the establishment of the new partnership schools complained about lack of consultation and poor involvement of school leadership by VMMC partners.
- Resulted in low performance during school campaigns.

Rationale and Justification for partnership

Why do school campaigns?

- School campaigns: Are the most efficient way to reach school going boys with VMMC services.
- Reaching young boys need strategies ensuring full compliance with ethical considerations and parental consent requirements.
- Reaching school going adolescents contribute to the increase of VMMC coverage and reduce the need to target them in the future.
- To ensure success of such activities, It is important to establish strong partnership with community gatekeepers and all stakeholders involved in VMMC.

Why work closely with School staff in planning school campaign?

- To ensure that VMMC campaign does not conflict with school program.
- Promote ownership of VMMC campaigns by schools and integration as part of school calendar.
- Efficient channel to communicate with parents and get them involved in the campaign.
- Minimize post op lost to follow: Through the schools, it is easy to trace and find clients missing post op reviews.
- Contribute to school health education program

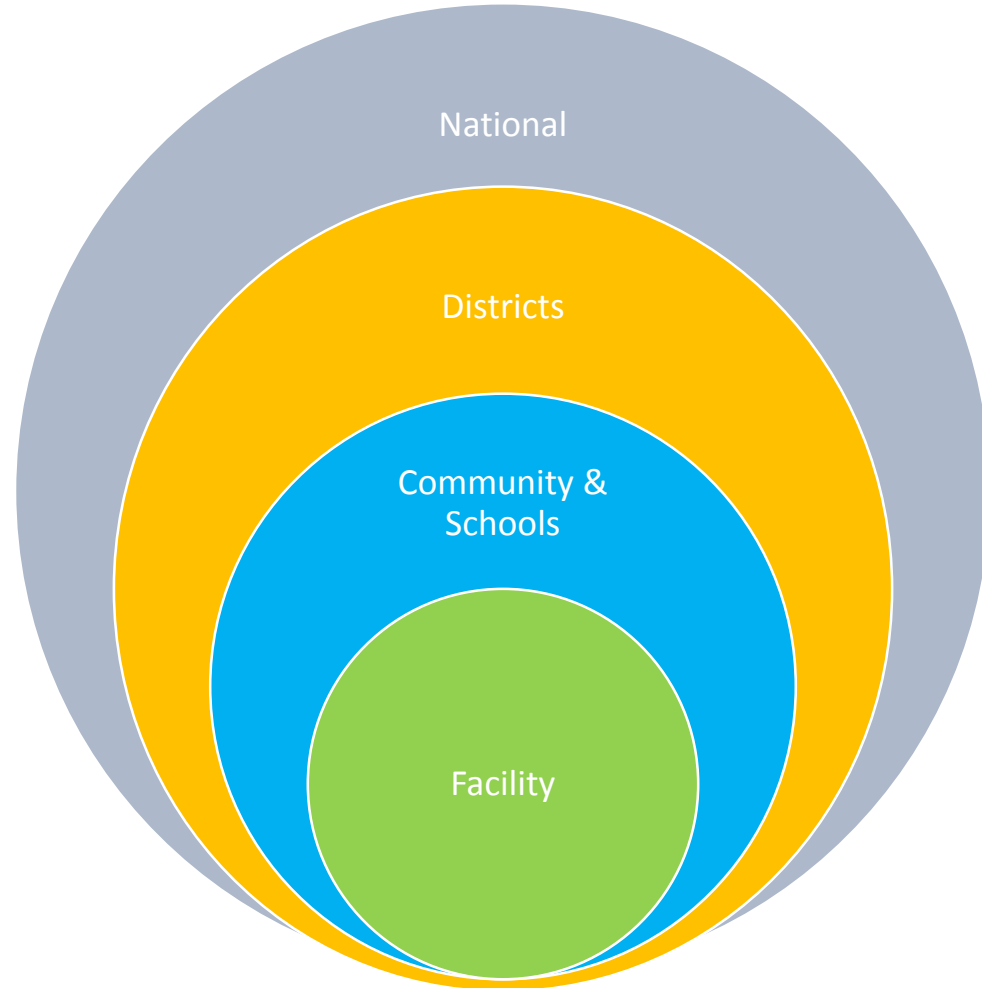
Getting the right scope of partnership.

Start preparation early,

1. Before the campaign
2. During campaign
3. After the campaign

Getting the right scope of partnership :

Campaign Planning level



Getting the right scope of partnership (1)

1. Before the campaign :

Advocacy and Demand Creation:

- National level:
 - Advocate for political, religious and traditional leadership engagement.
 - Engage MoH and ministry of education (MoE) leadership for coordination :
 - Get authorizations for school campaign.
 - Agree on VMMC campaign calendar, Align campaigns with schools calendar and priorities.
 - Ask for MoE leadership to facilitate communications to districts and schools leadership.
e.g.: Releasing an official savingram announcing the campaign.
 - Hold consultative meeting with all relevant stakeholders.

Getting the right scope of partnership (2)

- Districts level:
 - Engage districts education office, School head : Cascade message to all focal persons, discuss local schools program and priorities.
 - DHMTs and traditional leadership.
 - Introduction and advocacy at school: Connect with Focal persons (Guidance and counselling teachers).
 - Address students and parents. Join PTA (Parents-teachers association) meetings.
 - Engage Champions “Smart boys”: After a short orientation they are encouraged to share their circumcision experience and story, encourage and motivate their peers to take the step.
 - Plan for clients bookings , consent signing and Service delivery.

Getting the right scope of partnership

2. During the Campaign:

- Start a few days before break, take full advantage of the first week of break.
- Engage stakeholders at all stage during School campaigns,
- Provide regular updates to stakeholders through emails/SMS/call, one on one meetings between VMMC program officers and schools focal persons.
- Consult relevant persons if remediation actions are needed.

3. After the campaign:

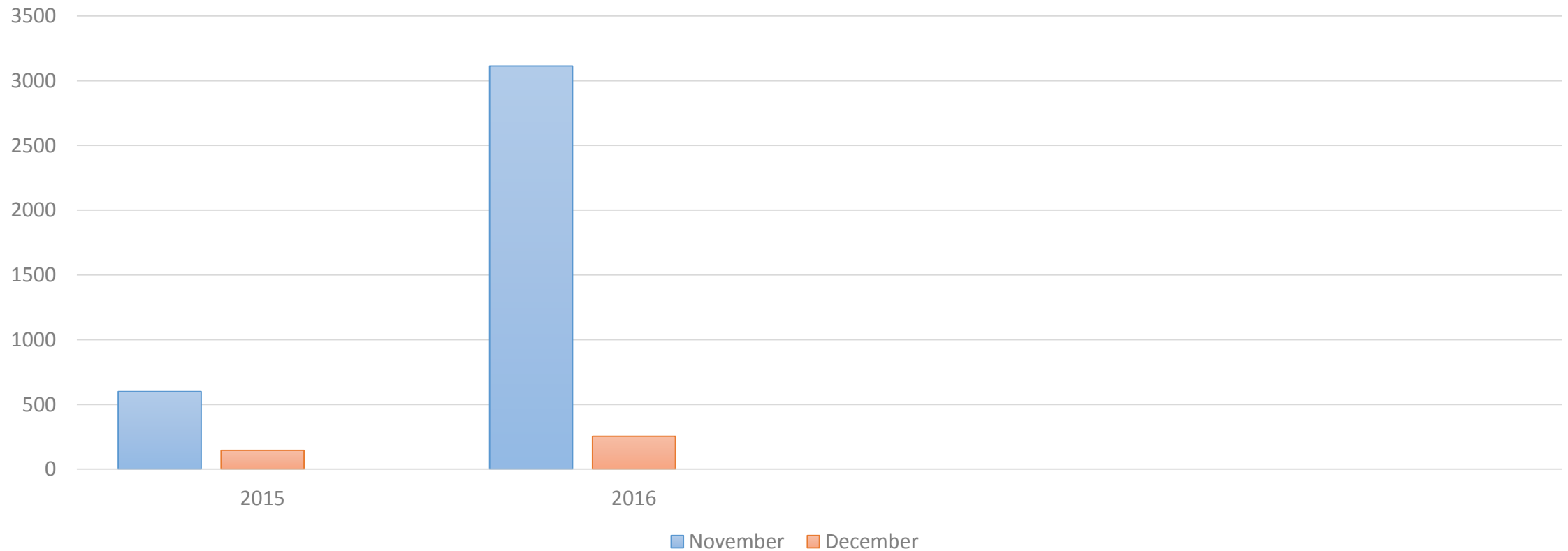
- Organize feedback or prepare campaign evaluation meetings with all stakeholders at districts and national level.
- Appreciate partner engagement :
 - Recognize high performing schools (with trophy, certificate of appreciation, Branding,...)
 - Appreciates engagement of partners (press publicity, certificate of appreciation...)

School boys waiting for VMMC procedures



Example of Results post Launch of Partnership

Difference in school campaign numbers Nov/Dec 2015 vs Nov/Dec 2016



Lessons learned in the partnership

1. Success:

- Engagement of gatekeepers and all stakeholders facilitate entry in schools and in the community.
- Well established school campaign system, and part of schools calendar.
- Well planned school campaign generate very high numbers of VMMC (mostly young adolescents boys) within a short period of time.

2. Challenges :

- Unplanned schools activities. e.g.: some schools not releasing boys during holidays: e.g.: holding special classes.
- Difficulty in reaching parents of school boys in boarding schools.
- Boys travelling with parents to farms during school holidays.

THANK YOU