MMC Demand Creation

Brothers For Life
National Objectives

• Increase knowledge of the HIV and sexual health benefits of MMC from 8% (2009) to 80% by 2016.
• Increase awareness of the availability of safe MMC services within communities to 80% by 2016.
• Increase the number of men who are medically circumcised from 37% in 2009 to 70% by the end of 2016.
• Increase the number of men ever tested for HIV from 48% to 80% by 2016.
• To reduce the % of young men reporting having multiple partners from 30% (2009) to 15% by 2016.
• To sustain high rates of condom use amongst young men (70%+) and to increase the rates of condom use amongst men 30 – 40 years of age from 45% - 55%.

Data Source: National Communication Survey
Target Audiences

- Young men 15 – 24
- Older men 24+

Secondary Audiences:
- Women and Girls
- Policy and decision makers
- Health care workers
- Traditional leaders
Model for Demand Creation to promote men’s health including male circumcision

Outdoor sites
Taxi TV and in taxi branding
Community Action Teams
SMS Site Locator
SMS Client Support

National/Provincial Radio and Television Campaign
The mix of interventions

<table>
<thead>
<tr>
<th>Mass Media</th>
<th>Interpersonal Communication</th>
<th>Advocacy</th>
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<tbody>
<tr>
<td>Television and radio PSAs</td>
<td>• Men’s Health and lifestyle toolkit.</td>
<td>• Quality Men’s Health services including psychosocial support for men.</td>
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<tr>
<td>Print Publication</td>
<td>• Training of Trainers</td>
<td>• Safe medical male circumcision</td>
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<tr>
<td>Radio Talk Shows</td>
<td>• Community Dialogues</td>
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<tr>
<td>Outdoor media</td>
<td>• Men’s groups doing outreach in communities, workplaces, and places where men gather.</td>
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<tr>
<td>Internet Site</td>
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<td>Facebook page</td>
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<td>SMS technology</td>
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IN THE BEGINNING... 2010 - 2012

Community Radio Talk Shows

Print Media to promote MMC

Community Dialogue
Tools and Resources

GET FREE MEDICAL MALE CIRCUMCISION
THE TIME IS NOW
SMS “MMC” TO 43740

CARING FOR YOUR WOUND AFTER BEING MEDICALLY CIRCUMCISED

This information sheet is designed to help you in caring for your wound after you have been circumcised. Please read this very carefully and follow the advice provided as it is important to prevent your wound from getting infections and ensure your full recovery. This information sheet only provides advice or guidance. If you experience any complications, please visit your local clinic. At the end of this brochure, your service provider will indicate the dates for your follow-up visit to your local clinic.

To receive FREE regular tips on how to care for your wound send an SMS to the following numbers:

- Vodacom: 1400781 484 00422
- MTN: 1400781 484 00428
- Cell C: 1400781 484 00422
- B.l.a: 1400781 484 00422
- Virgin: 1400781 484 00422

Health Network of South Africa
USAID
WAS
Strengthening the Responses

• Build Capacity of provinces and community organisation to develop community action teams and social mobilisation plan for their site.

• Activities Community dialogues, Small group discussions using the flip chart, community outreach, schools and tertiary institutions outreach.

360 000 people reached 2010 – April 2012
75 000 people reached Oct – Apr 2012 on MMC
Using Community Media

• Use outdoor media in high volume traffic areas surrounding the sites to promote Testing and Medical Male Circumcision.
Using Community Media

- Use taxi TV and in taxi branding around each site to promote MMC sites.

Site address prominently located on all taxi interior

GET FREE MEDICAL MALE CIRCUMCISION
THE TIME IS NOW SMS “MMC” TO 43740 FOR YOUR CLOSEST CLINIC

Bophelo Pele Clinic
15052 Nelgate Shopping Centre,
Link Road Extension 2,
Orange Farm.
### Mass Media
#### Television

<table>
<thead>
<tr>
<th>Month</th>
<th>MMC</th>
<th>Manifesto</th>
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<tr>
<td>Feb (17 – 29)</td>
<td>42</td>
<td>9</td>
</tr>
<tr>
<td>March</td>
<td>114</td>
<td>53</td>
</tr>
<tr>
<td>Apr</td>
<td>107</td>
<td>27</td>
</tr>
<tr>
<td>May</td>
<td>101</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>364 (= 6 hours)</td>
<td>89</td>
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</table>

30 million people reached or 78.5% of the total population with an average frequency of 12 times
BROTHERS FOR LIFE

BE A BROTHER FOR LIFE – AND SMS FOR MMC!

THE TIME IS NOW
GET FREE MEDICAL MALE CIRCUMCISION
SMS “MMC” TO 43740

MEET FOUR WHO GOT CUT

Sandile Mdluli – ‘it’s the right thing to do’
Mxolisi Matowane – ‘MMC will set you free’
Justice Khumalo – ‘I just wanted to be one of the boys’
Philani Sangweni – ‘it makes me feel great’
THE SUMMER IS MAGIC!

AVOID THE QUEUES...

GET CIRCUMCISED THIS SUMMER!

SMS “MMC” TO 43740
26 Part Radio Talkshows on 11 local language Stations

1st series in 2011
2nd series currently on Air
Using SMS Technology to support clients

- Site location SMS Service - SMS Number: 43740
Advocacy with the Traditional Sector

- Solicit the buy-in and political will by the National house of Traditional Leaders
  - Develop MOU with the House of Traditional Leaders around SP/MMC and HIV prevention.
  - Popularise the MMC guidelines with traditional leaders
  - Develop provincial plans with the Traditional sector to roll out MMC activities.
- Document best practices and models that have integrated MMC into traditional practices
- Strengthen the capacity of traditional practioners around the health of men and safety of MMC through developing tools and resources and capacitating traditional leaders around MMC.
Knowledge of male circumcision for HIV risk reduction has increased (Source: NCS, 2012)


All men and women aged 16-55 years; n=10,034
55% of South African men are now circumcised  
(Source: NCS 2012)

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<tr>
<th></th>
<th>2009</th>
<th>2012</th>
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<tr>
<td></td>
<td>Weighted number</td>
<td>Percentage</td>
</tr>
<tr>
<td>Circumcised</td>
<td>5,546,372</td>
<td>42.6</td>
</tr>
<tr>
<td>Medical circumcision</td>
<td>1,796,685</td>
<td>32.7</td>
</tr>
<tr>
<td>Traditional circumcision</td>
<td>3,696,056</td>
<td>67.3</td>
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All men aged 16-55 yrs; n=4,065
Men medically circumcised in the past two years more likely to test for HIV

![Graph showing percent men tested for HIV in past 12 months]

- Medically circumcised three or more years ago: 62%
- Medically circumcised in past two years: 87%

n=614; p<0.001
No significant difference in condom use between circumcised and uncircumcised men (Source: NCS, 2012)

And the majority (85%) of people know that a man who is circumcised still needs to use a condom.

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<thead>
<tr>
<th>Circumcised</th>
<th>Uncircumcised</th>
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<tbody>
<tr>
<td>52</td>
<td>48</td>
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n= 1,215; p =0.061
Men who were circumcised in the past 2 years were more likely to have received advice about sex post circumcision (Source: NCS 2012)

Men who were medically circumcised in the past 2 years were significantly more likely than those who were traditionally circumcised to have been told to wait to have sex until the wound is completely healed and to use a condom to protect yourself from HIV.

Males circumcised in the past 2 years; n= 222
Demand for circumcision is high
(Source: NCS 2012)

• Among the 5 471 890 men who said they were not circumcised:
  – Almost a million said they definitely intended to get circumcised in the next 12 months.
  – Of those that say they will definitely get circumcised, 80.5% (803 690) intend to have a medical circumcision.
There has been an increased uptake of MMC in 2012 (Source: Clinical Data)

In the past 6 week 40 000 men circumised in PEPFAR sites only

Comparison for four clinics

March – May 2011: 5 946
March – May 2012: 10 709

28% increase
• Demand creation strategies need to promote Men’s Health and use the opportunity to talk to men about their sexual health needs and that of their partners.
• Strategies need to position health care services as male friendly, efficient and service providers need to ensure that they provide men with customer services.
• Need to support men from the beginning to the end using IEC and communication tools that reinforce the message.
• Need to ensure that services are scaled up rapidly to meet the demand – seize the moment or we may lose it.
• New technology does provide exciting opportunities but also lots of heart ache and heart break.
• Exposure to communication programs does correlate with increased intention to get circumcised and men getting circumcised.
Acknowledgements

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THANK YOU