<table>
<thead>
<tr>
<th>VMMC Service delivery mode</th>
<th>Demand creation strategies</th>
<th>Remarks</th>
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| Routine (this is where there is just static site such as health centres and district hospitals) | • Branded banners or sign posts displayed at the facility  
• Preliminary briefing meeting between demand creation team and service delivery team  
• Meetings with local leaders, religious leaders and other influential people in the community  
• meetings with older men and women surrounding the service delivery point  
• availability and distribution of communication materials  
• utilization of village discussion groups/meetings/gatherings  
• meetings with initiators  
• brief health centre staff and allied workers  
• utilize health facility health education talks to include VMMC | |
| Mini campaign (this is where there is a combination of static and mobile sites) | • village discussion groups  
• public talks in schools  
• interactive drama sessions  
• meetings with initiators  
• letters to Mosques and churches  
• brief health centre staff and allied workers  
• strategic partnership with the private sector  
• community film shows | At least a large % of these activities have to be done according to the VMMC service delivery mode |
| Mass campaigns (this is where there is a combination of static, mobile and tents and is aimed at reaching a target for that period. Suitable for school holidays) | • Community filming/shows  
• Road shows with bands and popular artists/comedians  
• Availability and distribution of promotion materials (t-shirts, caps, wrist bands etc)  
• Interactive drama sessions  
• village discussion groups  
• use of popular dancing troupes  
• public talks in schools/colleges  
• letters to Mosques and churches  
• brief health centre staff and allied workers  
• work with the village health committees  
• use of VMMC champions (women and satisfied clients)  
• strategic partnership with private sector  
• mass media through radio/community radios | In mass campaigns, some of the above strategies could be employed though they have not been listed here. however, those in this category have to be a priority because of reach and immediate feedback |