

### Minimum packages for VMMC demand creation

VMMC Service delivery mode	Demand creation strategies	Remarks
Routine (this is where there is just static site such as health centres and district hospitals)	<ul style="list-style-type: none"> <li>• Branded banners or sign posts displayed at the facility</li> <li>• Preliminary briefing meeting between demand creation team and service delivery team</li> <li>• Meetings with local leaders, religious leaders and other influential people in the community</li> <li>• meetings with older men and women surrounding the service delivery point</li> <li>• availability and distribution of communication materials</li> <li>• utilization of village discussion groups/meetings/gatherings</li> <li>• meetings with initiators</li> <li>• brief health centre staff and allied workers</li> <li>• utilize health facility health education talks to include VMMC</li> </ul>	
Mini campaign (this is where there is a combination of static and mobile sites)	<ul style="list-style-type: none"> <li>• village discussion groups</li> <li>• public talks in schools</li> <li>• interactive drama sessions</li> <li>• meetings with initiators</li> <li>• letters to Mosques and churches</li> <li>• brief health centre staff and allied workers</li> <li>• strategic partnership with the private sector</li> <li>• community film shows</li> </ul>	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)	<ul style="list-style-type: none"> <li>• Community filming/shows</li> <li>• Road shows with bands and popular artists/comedians</li> <li>• Availability and distribution of promotion materials (t-shirts, caps, wrist bands etc)</li> <li>• Interactive drama sessions</li> <li>• village discussion groups</li> <li>• use of popular dancing troupes</li> <li>• public talks in schools/colleges</li> <li>• letters to Mosques and churches</li> <li>• brief health centre staff and allied workers</li> <li>• work with the village health committees</li> <li>• use of VMMC champions (women and satisfied clients)</li> <li>• strategic partnership with private sector</li> <li>• mass media through radio/community radios</li> </ul>	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