

# Reaching Adolescents : Promising Practices from Mozambique



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# BACKGROUND

- HC3 (JH-CCP) and AIDSFree in collaboration with MoH, support VMMC services in the Provinces of Tete and Manica. Program started in 2015.
- HC3 provides communication support to:
  - Increase uptake of services among the 15-29 year olds
  - Improve quality of in-service communication and counseling, ensuring services are age appropriate for younger adolescents



# Key Approaches to Reach Men Ages 15-29 Years



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# Approaches focusing on the Venues. Where can we find the older adolescents?

- **In Secondary schools:** Mobilisation activities, work with school management, specifically trained mobilisers and a mobilising teacher, coordinate transport logistics
- **In Prison:** A youth detainee mobiliser. Support from management. Ensure voluntarism. Service at the prison. Provision of soap for woundcare.



## Approaches focusing on the Venues. Where can we find those adolescents? (continue)

- **At workplace:** Mobilise at workplace, work with management, use existing workplace focal. Small numbers at a time
- **Big social events:** concerts, parties. Mobilisation, personal invitation, exchange of contacts, individual follow up, hotline, whatsapp videos.
- **At community level;** mobilisers target adolescents, and have a good understanding about the importance of reaching 15-29.



# Strategies of Demand Creation.

- **Quality of Mobilisers:** well selected and trained. Most have voluntarily done MC. Good IPC skills and knowledge of major concerns of Adolescents.
- **Communication materials:** proper use of existing materials, flipcharts, posters, mass media campaign and videos of testimonies.
- **Personal contact:** Voluntary exchange of contact numbers, and follow up reminders and questions





# Strategies of Demand Creation (continued)

- **Use of personal invitations:** Containing key messages, location of VMMC site and contact of mobiliser, using branding of Campaign
- **Using testimonial videos:** Voluntary adolescents and leaders accept making a small low cost video with phone or tablet. In local language. Shared on tablets of Mobilisers and via Whatsapp.
- **Good signage of the service:** With billboards at the Hospital compounds.



# Increased Demand of Adolescents

- In one year time we have been increasing the percentage of 15-29 clients. From 51% last year to 61% this year
- We are not turning away 10-14 year olds. Specific IPC for 10-14. We developed some specific communication materials for 10-14.





# Example of Video - 1 minute sample

- Thank You



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