Health Communication Makes an Impact on Voluntary Medical Male Circumcision

Community-based voluntary medical male circumcision (VMMC) campaigns combined with mass media change attitudes related to VMMC.

89% of men exposed to Uganda’s Stand Proud, Get Circumcised multi-channel campaign including community mobilization reported taking at least one action as a result. Of these, 12% reported getting circumcised.¹

A population-based survey in Zimbabwe showed 68% of women and 53% of men had heard about VMMC, mostly through radio.²

Adolescents are getting circumcised in increasingly higher numbers.

Between 2010 and 2013, the number of VMMC clients per month during school campaigns more than tripled when compared with the same period outside campaign months.³

In Tanzania, school-based campaigns resulted in adolescents making up 80% of all VMMC clients in two regions.³

In Zimbabwe, where community activities and mass media campaigns took place, adolescents account for 48% of all VMMC clients.³