



USAID
FROM THE AMERICAN PEOPLE



PEPFAR
U.S. President's Emergency Plan for AIDS Relief

AIDS Free
Strengthening High Impact Interventions
for an AIDS-free Generation

Creating Demand for VMMC: A Training for Community Mobilizers

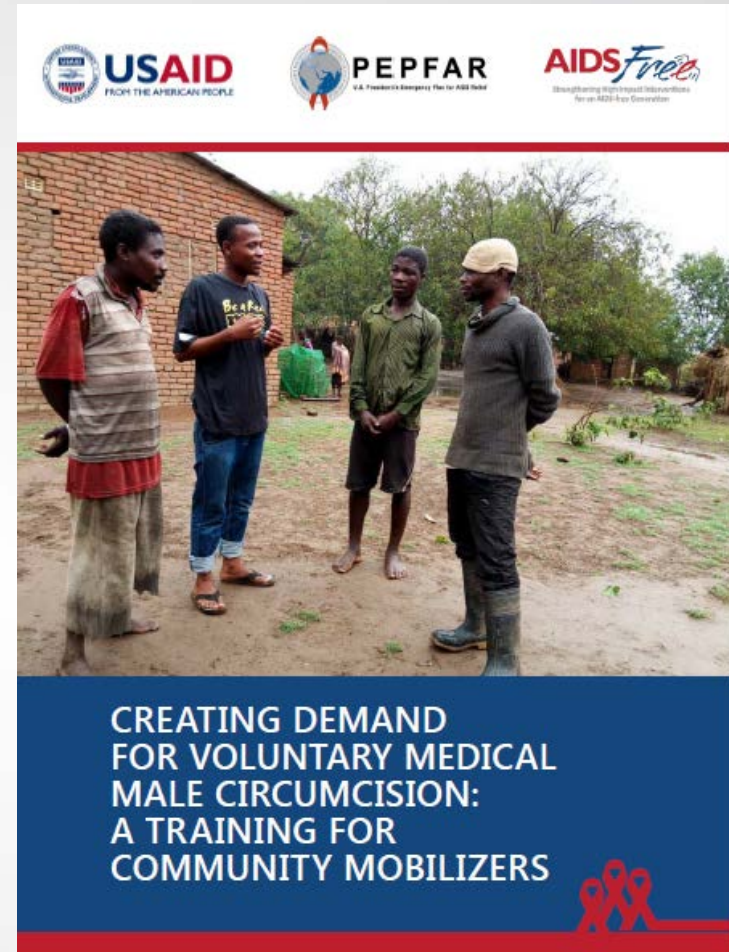
Presented by Elizabeth Gold

This presentation is made possible by the generous support of the American people through PEPFAR with USAID under the Cooperative Agreement Strengthening High Impact Interventions for an AIDS-free Generation, number AID-OAA-A-14-00046. The information provided does not necessarily reflect the views of USAID, PEPFAR, or the U.S. Government.



Presentation Overview

- Why develop this curriculum
- Intended audience
- Training objectives
- The structure and content
- Training methods
- Adapting for local context



Responses to Curriculum Survey

Q: How many days is your training for mobilizers?

A: 1 Day (1 country)

2 Days (2 countries)

3 Days (1 country)

Q: Does your training include a site visit to VMMC clinic?

A: **No** (4 countries)

Q: What is maximum number of participants in one workshop?

A: 30, 35, 50, 20

Q: Does your training include role plays?

A: Yes (2)

No (2)



Who Can Use the Curriculum?

Ministries of Health and
VMMC IP's can use it to
train:

- community mobilizers
- volunteer
community advocates



Training Objectives

- ❑ To increase participants' knowledge of VMMC for HIV prevention
- ❑ To familiarise participants with VMMC communication strategies, tools, and effective interpersonal communication
- ❑ To build participants' skills and confidence in promoting VMMC in their communities and effectively mobilizing men for services



Structure & Content of Curriculum

- Three-day course
 - Two days in classroom
 - One day for field visits/observation
- Trainer's manual plus accompanying slide deck
- Recommend a maximum of 20 participants in a training workshop



DAY ONE

- **Introduction**
 - Objectives & Course overview
 - Pretest
- **Male Circumcision: The Facts**
 - What is VMMC?
 - How VMMC reduces HIV risk
 - Intro to your country's national VMMC program
- **Getting Circumcised: The Process**
 - Before the circumcision procedure
 - The procedure
 - After the procedure



DAY TWO

- **VMMC Demand Creation Strategies**
 - Role of mobilizers in demand creation
 - Common myths and facts
 - Effective communication techniques
 - Reaching priority age group
 - Engaging satisfied clients
 - Engaging community leaders
- **Planning and Executing Mobilization Activities**
 - Preparation, delivery, follow up
 - How to use SBCC materials
 - System for data collection, referrals, booking



DAY THREE

- Site visit to a VMMC clinic
- Observation of a mobilization activity
- Final quiz
- Wrap-up and evaluation



Training Methods

- Presentation
- Small group discussion
- Role plays
- Mock mobilization
- Pre and post quizzes
- Site visit and observation
- Interaction with a satisfied client





A Satisfied Client Shares his Experience of Managing Pain During Eswatini Training



Adapting Curriculum for Local Context

- Placeholder slides for country overview section that you can customize (progress, targets, service modalities, etc.)
- Placeholder slide for daily register that mobilizers use
- Common myths and facts– add most common local myths
- Local laws for age of consent
- Add local photos
- Translate into local language



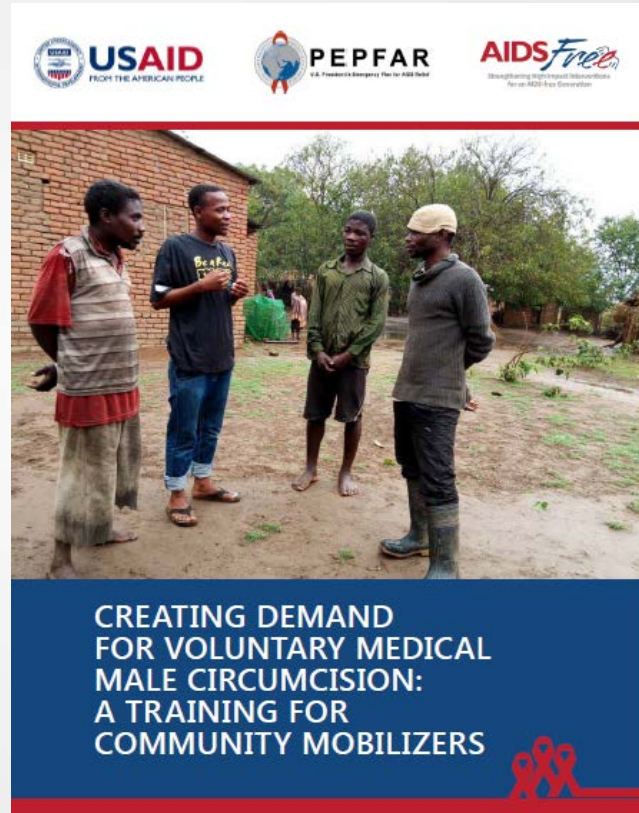
What About the Curriculum We Currently Use?

While we recommend using this new curriculum as it's comprehensive, you also could consider:

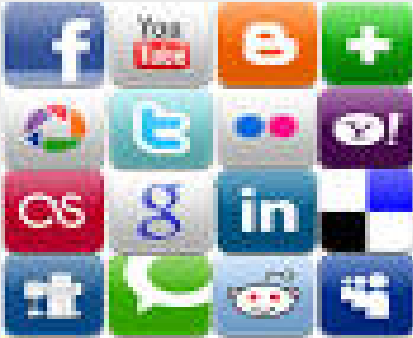
- Adding modules or information from your current curriculum to this new AIDSFree one that you find missing, or,
- If you already have a curriculum that's working well, consider cross checking it with this new curriculum and add any missing sessions to yours



And Now...A Few Examples from the Curriculum



Strategic Approaches used in Demand Creation



Complex Decision-Making Process



Communication Skills

Active listening

Showing empathy

**Acknowledging
feelings**

**Providing
confidentiality**

**Asking open-
ended questions**

**Praising &
Encouraging**

Summarizing



Acknowledgements

Special appreciation goes to:

Maende Makhokha, AIDSFree Tanzania

Maria Tanque, JHCCP Mozambique

John Kawale, formerly AIDSFree Malawi

Maria Carrasco, USAID/OHA

Emmanuel Njeuhmeli, formerly USAID

Elizabeth Connor, AIDSFree

Anouk Amzel, USAID

Valerian Kiggundu, USAID

Jackie Sallet, AIDSFree

