

# Strength in Numbers:

## A VMMC Demand Creation Support Series

### Webinar 1: What's happening?

*VMMC programs share promising demand creation approaches*



BILL & MELINDA  
GATES foundation



innovating to save lives  
**Jhpiego**  
an affiliate of Johns Hopkins University



# Series background & rationale

- Mathematical modeling suggests the greatest magnitude and immediacy of HIV incidence rate reductions results from circumcising males aged 15-29 years (in most countries)
- Spurred a shift in demand creation and service design approaches for many countries, i.e., “age pivot”
- Recent data analysis shows countries experiencing a mix of successes, promising signals, and challenges in achieving the pivot
- Opportunity to offer technical support from *within* and *beyond* VMMC community to enable programs to tailor available evidence and best practices to their local context

# Series schedule

## SAVE THESE DATES!

### Strength in Numbers: A VMMC Demand Creation Support Series

Effective VMMC demand creation grows increasingly crucial and often more challenging as countries progress towards VMMC saturation. Over the course of several months in 2017, the *Strength in Numbers* series will intensively engage stakeholders across priority VMMC countries to support learning and skills acquisition on the latest demand creation experience, approaches, and tools showing promise. Please join us!



### WEBINARS

May 17

July 12

***Open attendance***

### WORKSHOP

September 12-14

***Invitations forthcoming***

#### **WEBINAR** What's happening? VMMC programs share promising demand creation approaches

This Webinar will feature presentations from VMMC programs achieving positive results in reaching priority age groups using unique and tailored demand creation activities. Presenters will share program design approaches, the degree to which they improved service uptake, and challenges and failures that guided their path to a successful strategy. ***Open attendance.***

**DATE:** 17 May 2017

**URL:** <https://connect.johnshopkins.edu/whats happening/>

**TIME:** 8:00-9:30 am EST / 2:00-3:30 pm CAT / 3:00-4:30 pm EAT

#### **WEBINAR** What's next? Applying human centered design approaches to increase VMMC demand

This Webinar will zero in on innovative efforts to increase VMMC demand creation, detailing an integrated approach leveraging market research techniques such as journey mapping, behavioral economics and segmentation and transforming that research to practice using human centered design approaches. Featured approaches have shown promising initial results, including documented increases in VMMC uptake. ***Open attendance.***

**DATE:** 12 July 2017

**URL:** <https://connect.johnshopkins.edu/whats next/>

**TIME:** 8:00-9:30 am EST / 2:00-3:30 pm CAT / 3:00-4:30 pm EAT

# Webinar 1: What's happening?

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## AGENDA

Lesotho	Polo Matsoari, Jhpiego	15 minutes
Questions & answers		10 minutes
Mozambique	Patrick Devos, JHCCP/HC3	15 minutes
Questions & answers		10 minutes
South Africa	Beulah Neelmeyer, SACTWU Worker Health Programme	15 minutes
Questions & answers		10 minutes
Preview of future series events	Maaya Sundaram, BMGF	5 minutes