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Demand Creation for VMMC Sustainability

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Demand creation for VMMC sustainability Considerations

- Shift from current “catch up” model to sustainability model (EIMC and Adolescent VMMC)
- Requiring a communication strategy for demand creation (demand to match supply)
 - i. Overarching and EIMC and Adolescent specific
 - ii. Based on
 - Audience (primary and influencing audiences)
 - Barriers
 - Motivating Factors
- Building on the existing VMMC platform

Strategic Demand Creation

- Adolescent VMMC
- Early Infant Male Circumcision
 - Decision-Makers
 - Barriers
 - Motivating Factors
 - Recommendations & Considerations





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Literature Review

11 studies (2010-2015):

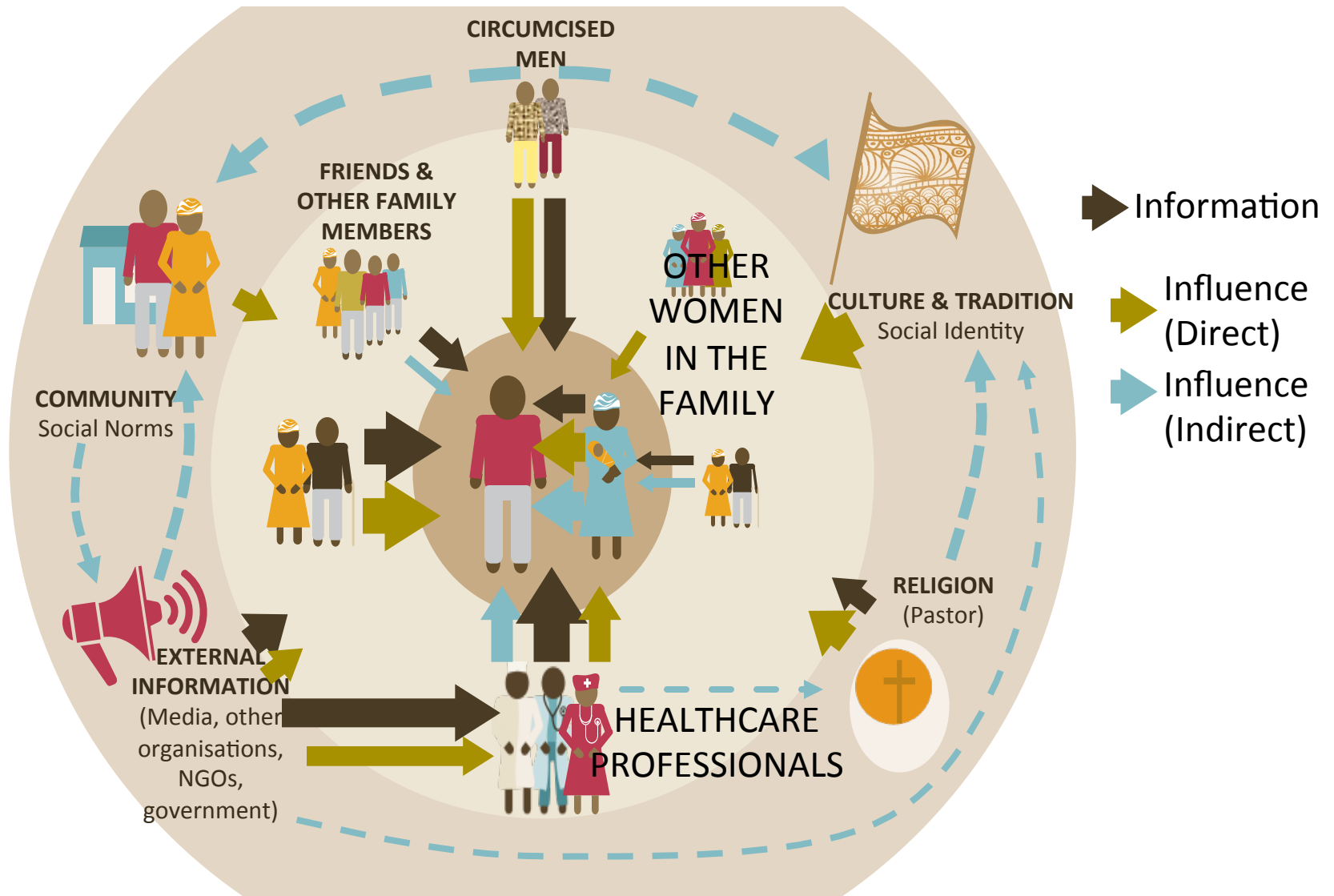
***incl. one systematic review**

- Botswana
- South Africa
- Swaziland
- Tanzania
- Zimbabwe
- Zambia

Study Methodologies:

- Cross Sectional Survey
- Ethnolab
- Focus Group Discussions
- In-Depth Interviews
- Key Informant Interviews
- Semi-structured Interviews
- Systematic Review

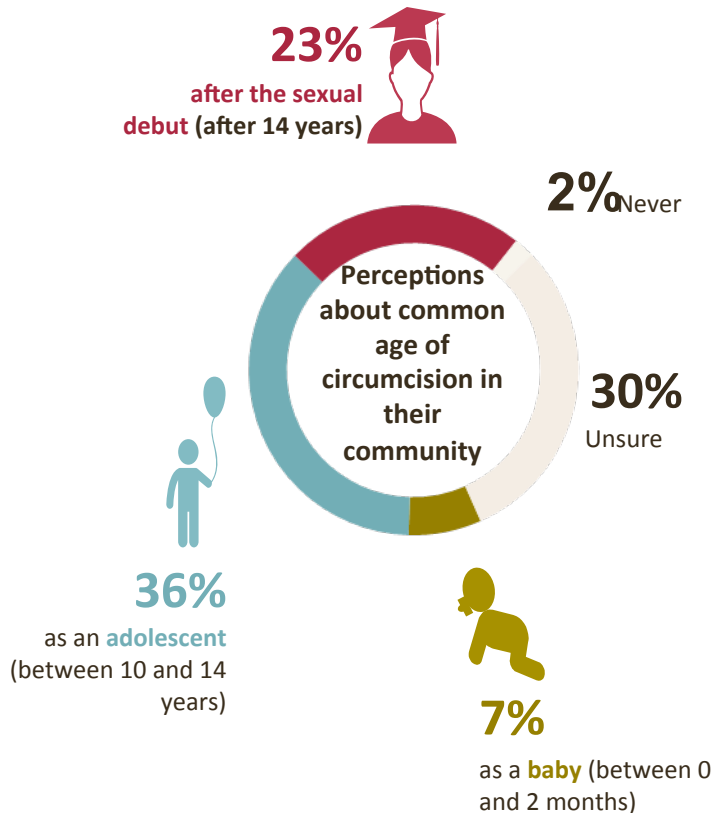
Influencer Sphere for Early Infant / Early Adolescent MC *Decision-Making and Influences*



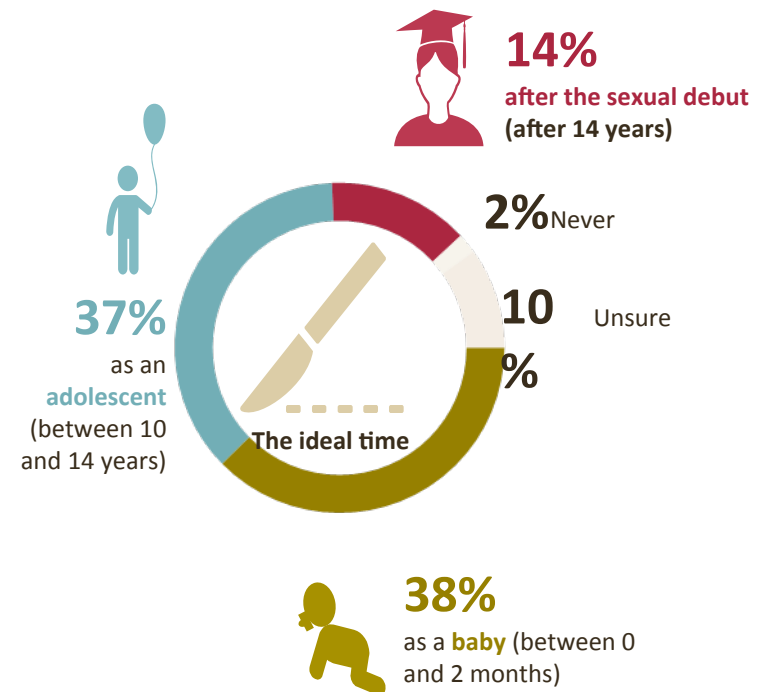


Majority of respondents believe that circumcising before sexual debut is preferable including infant and adolescent circumcision

% of respondents that believe the common age men in their community tend to get circumcised is...



% of respondents that think the ideal age to be circumcised is...



Perceptions on current circumcision age

Ideal circumcision age

Base [TOTAL]: n= 1000



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Barriers to EIMC Demand

- Lack of Information: Poor Knowledge
 - Procedure
 - Advantages of EIMC
- Safety concerns/Fear of harm (Pain*)
 - Immediate
 - Future
- Preference of Specific Ages
 - Cultural/Traditional *
 - Newborn windows



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Barriers to EIMC Demand

- Cultural/Traditional Beliefs
- Myths
- Child's Autonomy
- Unsupportive Fathers

"He can be circumcised free of charge and later be affected...maybe it will cause impotence, or they say it will result into early tiredness of penis... Another thing I wanted to say is that, I seems that, eehh, when an infant is still an infant and get circumcised...they say the size of his penis will be reduced... that can also be found"

Iringa Tanzania study

"I wanted to have my son circumcised, but my husband refused. He said it was a practice connected to witchcraft."

Zambia, Waters study



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Motivating Factors for EIMC

- Free EIMC services
- Protection from HIV and STIs
- Hygiene
- Personnel – highly trained and skilled
- Word of mouth from satisfied parents
- Belief that infants heal faster and have less awareness/fear of the procedure



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Recommendations & Considerations

- Strengthen EIMC knowledge – in the community as well as among parents
 - Information on the procedure
 - Advantages of MC during infancy
 - Age window
 - Address concerns about infant safety & comfort
 - Emphasize procedure is performed by well-trained/skilled personnel
- Target multiple generations
- Include Fathers among the (direct) key audiences for health communication



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Recommendations & Considerations

- Time education to allow for family discussion and planning
- Strategically use satisfied clients/parents
- Develop/Provide materials for service providers' use
 - including clear information about the procedure
- Address Socio-Cultural Factors (ex. age preferences)



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Thank You



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