

Innovative Demand Creation for VMMC in Zambia

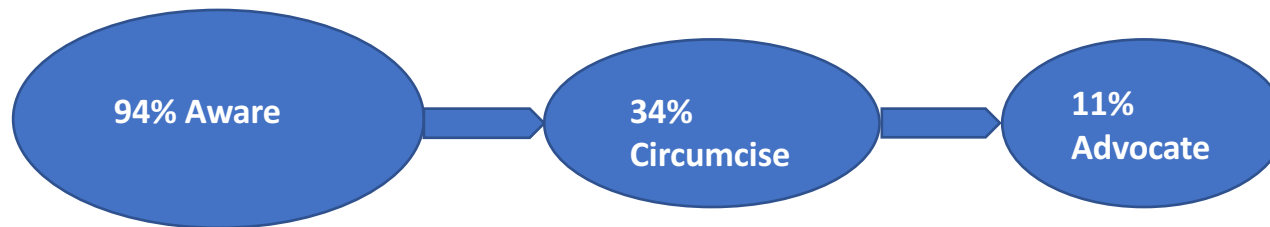
SOCIETY FOR FAMILY HEALTH

Dr. Albert Machinda, Project Director



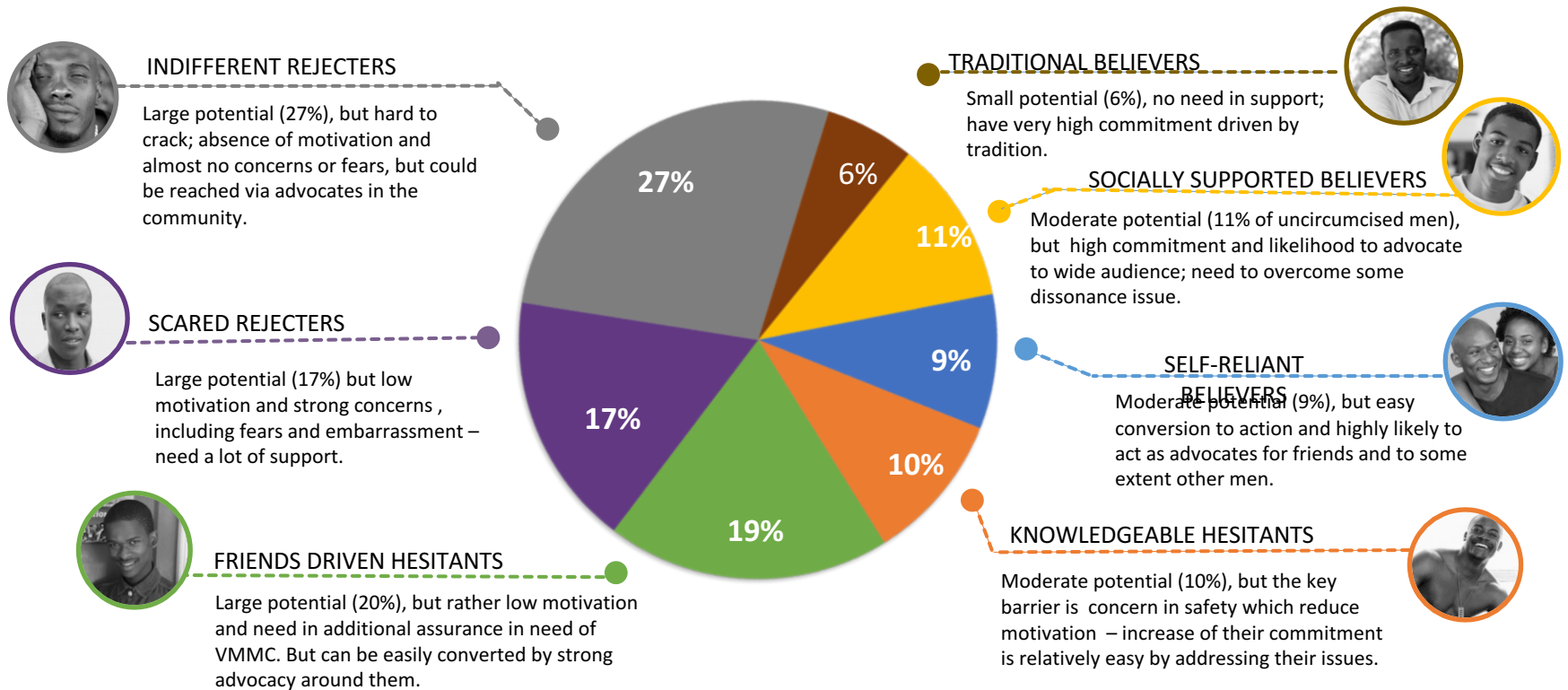
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- 2 years 3 months from awareness to circumcision



- Major drop off due to Cognitive dissonance
- 3 Strategies to reduce dissonance:
 - ✓ Decrease negative near term consequences
 - ✓ Increase near term benefits
 - ✓ Compress time

SEGMENT PRIORITIZATION: SEVEN SEGMENTS






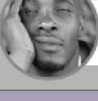


Base: all uncircumcised men, n=1189

- Prioritization of segments
- Workshop for Insights
- Design tailored approaches
- Adapt Typing Tool



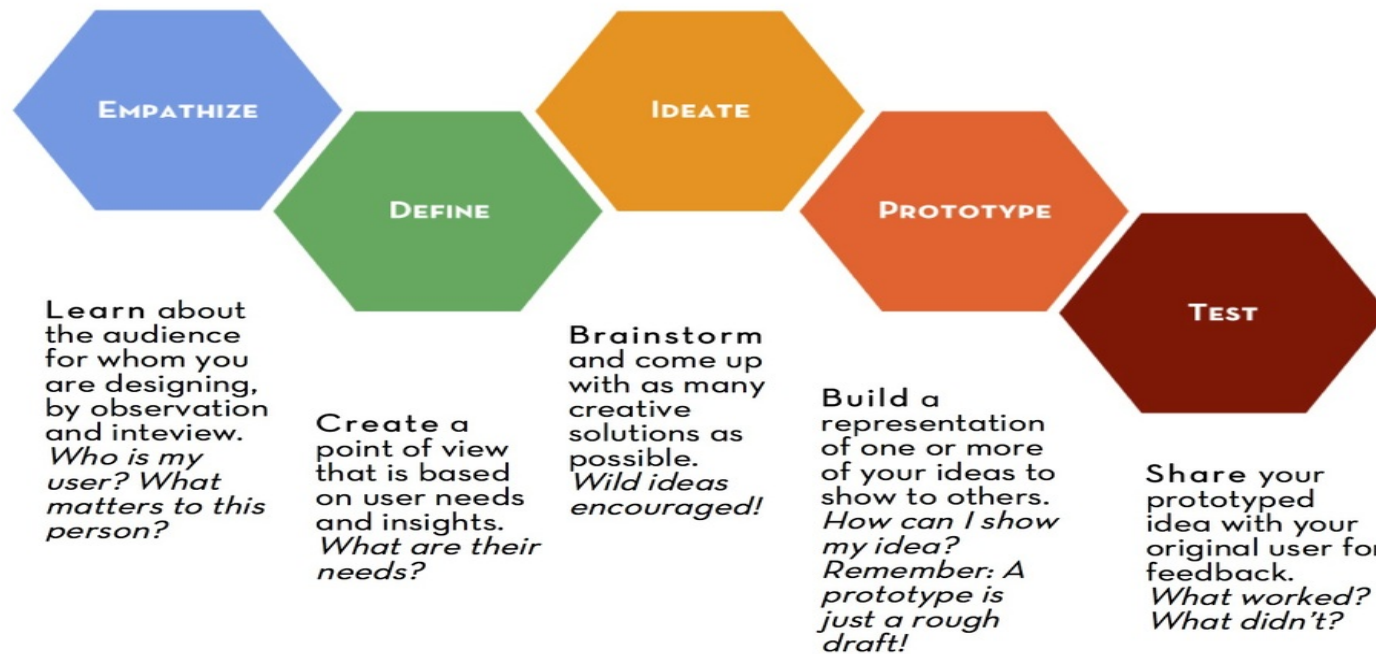
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STEP 1: SEGMENT PRIORITIZATION: CRITERIA BY ALL SEGMENTS

SEGMENT:	% POPULATION	% CIRCUMCISED	COMMITMENT LEVEL	ADVOCACY LIKELIHOOD	SEXUAL BEHAVIOR	PRIORITIZATION
 KNOWLEDGEABLE HESITANT	10%	50%	Low	High	Very risky	SELECTED
 SELF RELIANT BELIEVER	9%	71%	Very High	High	Very Risky	SELECTED
 FRIENDS DRIVEN HESITANT	19%	14%	Conflicted	Medium	Average	SELECTED
 SOCIALLY SUPPORTED BELIEVER	11%	56%	High	High	Very Risky	SELECTED
 INDIFFERENT REJECTER	27%	6%	Very Low	Very Low	Low Risk	LOW MOTIVATION
 SCARED REJECTER	17%	10%	Very Low	Very Low	Low Risk	LOW MOTIVATION
 TRADITIONAL BELIEVER	6%	71%	Very High	High	Low Risk	HIGH MOTIVATION

HUMAN CENTERED DESIGN APPROACH

We are all DESIGNERS!



FRIENDS DRIVEN HESITANTS: MR. GREEN

What does Mr. Green need to hear:

HYGIENE

RISK REDUCTION

PAIN MANAGEMENT

HEALING & AFTERCARE

POPULARITY

NATIONAL PRIDE

Hygiene: He needs to hear about the hygiene benefits of VMMC but also to understand exactly how they are achieved. He's skeptical about the cleanliness aspect and doesn't understand the link between hygiene and reduced infections. Showing a model of foreskin, and explaining about how the exposed skin is easier to wash helps. Mention of women here embarrasses them.

Risk reduction: He needs to understand the meaning of 60% protection, but to understand the risk they also need basic information on what an STI is. It's important not to overwhelm him, as this is a new concept, but to give enough basic information to appreciate risk reduction.

Pain Management: He wants to know that the pain is bearable.

Healing & Aftercare: He wants very detailed information on what to do to care for himself after, even to the level of what temperature of water to drink to stay hydrated. Since he's less informed about sex he also needs to know why a man can't have it for six weeks.

Popularity: It is best to emphasize that the MOH approves of VMMC enough to want it to be free.

National Pride: MOH approves of VMMC and he is being a responsible man by helping reach an AIDS free generation.



Value Statement:

"Now that I know how VMMC works to keep me clean and healthy, why wouldn't I want to do the responsible thing?"

Most Relevant IPC Tools:

60% Jar: Keep it basic
Pain-o-meter: Emphasis on healing
Hygiene Messaging: Penis Model
Buddy system: Chance to join

HCD APPROACH: PRE-TESTING AND PROTOTYPING

PROCEDURE WALK THROUGH



TRUE OR FALSE WHEEL



SEX WHEEL



BUDDY SYSTEM

all support each other and ask any



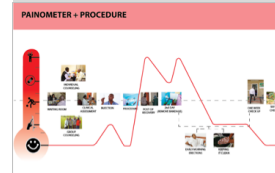
60% JAR



VIP WAITING ROOM



PAIN-O-METER



DESIGN TAILORED APPROACHES - JOB AIDS PER SEGMENT

VMMC
WELCOME!

HEALTH PROMOTER



When talking to Mr. Green:

- Greens are very shy when talking about sex, and have the least knowledge about it. All sexual information should be basic.
- They don't like to be put under pressure to answer questions, especially when they have to explain what they know.
- They need to understand how and why benefits are achieved. For example, how does circumcision keep the penis cleaner? Why do women prefer it?

HP Says: We have been talking to men just like you and we've heard and answered a lot of questions. This information is meant to help answer the ones that come up the most. Please let me know if anything I have missed or something you want to hear more about. If it is something you are worried or confused about, you can bet we have heard it before! Here are the main topics we are going to cover:

Benefits

The greatest benefit for going for VMMC is to reduce your chances of contracting HIV and other sexually transmitted infections (STIs). We will also cover hygienic benefits.

Procedure

We will take you through what to expect when you go to the clinic - before, during and after the procedure.

Pain

Pain is different for everyone, but we can help you know what to expect.

Healing

We will tell you what steps you should take to ensure proper healing after the procedure.

Support

We will talk about ways you can get more information about VMMC including where the procedure is and how to receive support throughout the process.



VMMC
WELCOME!



BENEFITS



PROCEDURE



PAIN



HEALING



SUPPORT

VMMC
WELCOME!

HEALTH PROMOTER



When talking to Mr. Yellow:

- They have general knowledge about issues related to sex, so any questions they have will be specific and require detailed answers.
- Sexual temptation during the healing period is a specific barrier for Yellows, and they appreciate advice about how to deal with it effectively.
- Yellows need more detailed information about the quality and safety of the procedure, including specifics about sterilization of tools and training of practitioners.

HP Says: We have been talking to men just like you and we've heard and answered a lot of questions. This information is meant to help answer the ones that come up the most. Please let me know if there is anything I have missed or something you want to hear more about. If it is something you are worried or confused about, you can bet we have heard it before! Here are the main topics we are going to cover:

Benefits

We will help you understand why men want this procedure, and how it helps you stay safe.

Procedure

We will talk about what you can expect at the clinic and during the procedure. We will also tell you how we

Pain

Pain is different for everyone, but we can help you know what to expect.

Healing

We will tell you what you need to do to take good care of yourself after the procedure, and what you

Support

We will talk about ways you can get more information about VMMC, including where to go for

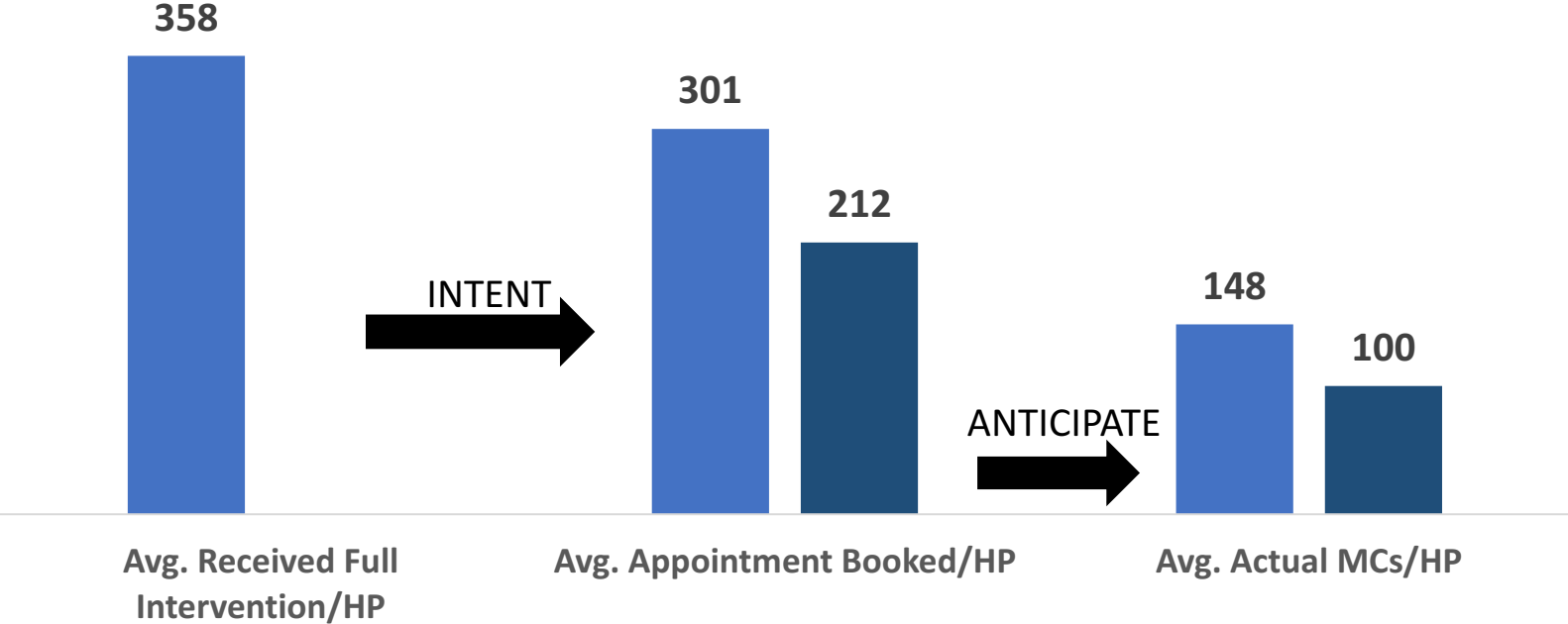
DEMAND CREATION PILOT: MEASUREMENT & PHASE 1 PILOT RESULTS

Piloted new approach

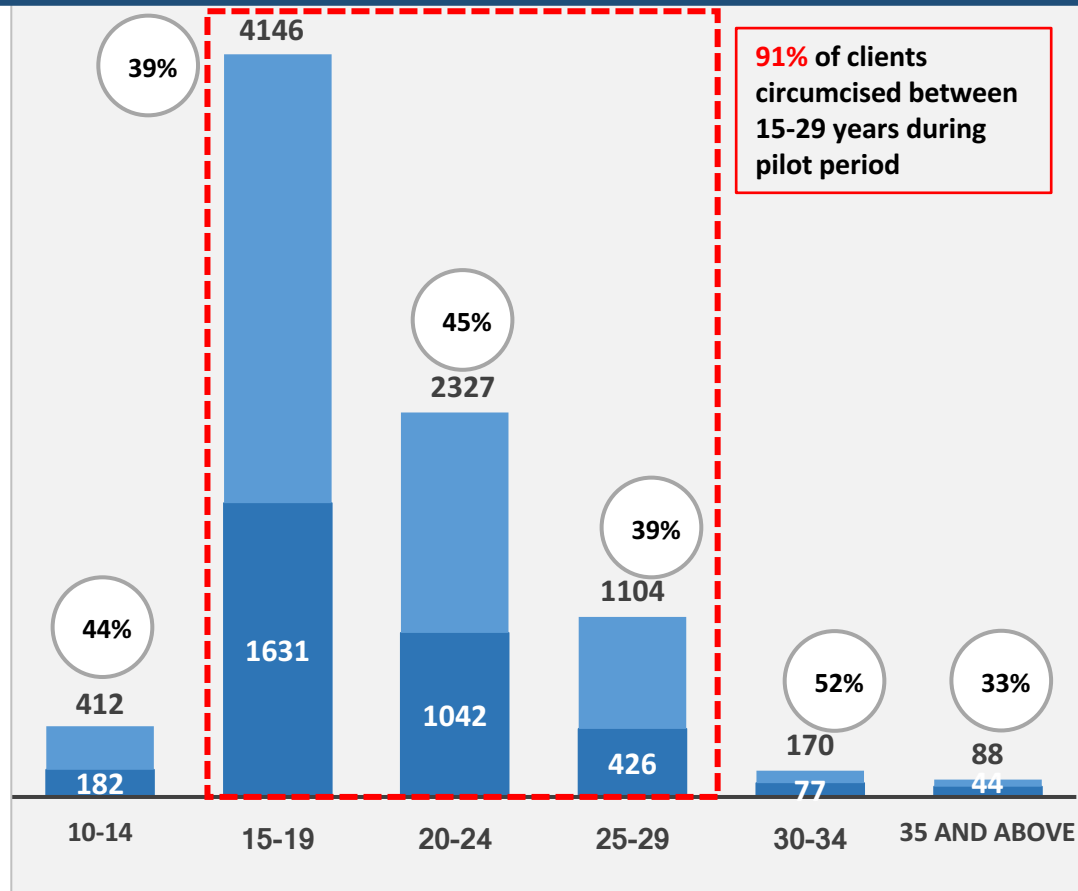
- 6-month pilot, August 2016 - February 2017
- 5-day training of health promoters

Zambia VMMC Program	Pilot Indicators
Project Outcomes	Efficiency (increased conversion rate) and effectiveness (increased MCs)
Programmatic Indicators	Client age distribution, HP productivity, effective IPC format (group size) and setting (location of clients)

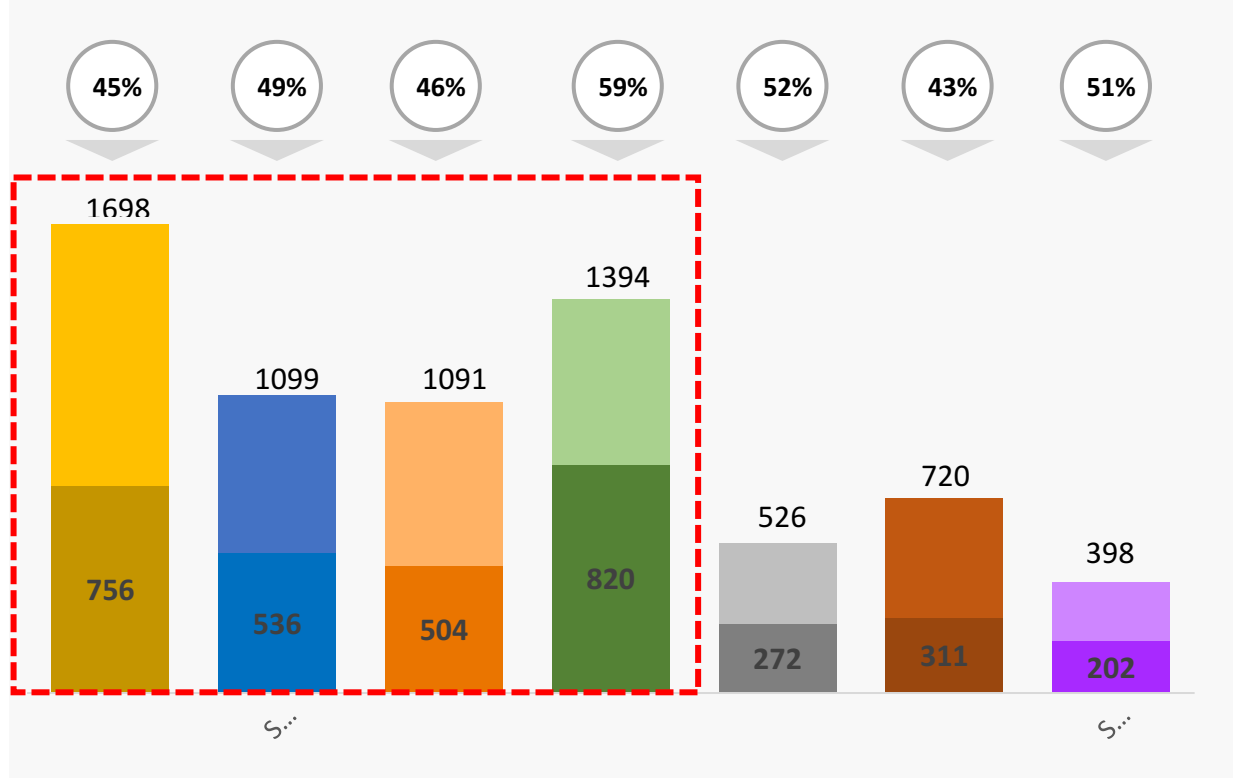
PILOT FINDINGS: JOURNEY CASCADE



PILOT FINDINGS: Client Conversation Rate by Age Group, Aug-Feb 2017 (n=8,227)



PILOT FINDINGS: VMMC Booked vs. Actual, All Segments (n=6,926)



CHALLENGES & LESSONS LEARNED

1. Data delivery matters. Presentation, user-friendliness key considerations.
2. Must align outreach structure/communication channels with segmentation approach. Tailoring is key!
3. Job requirements may change and extra training/time may be necessary
4. M&E system updates may be required; near real-time data extremely beneficial