Impact of Brothers for Life on Intention for Medical Male Circumcision

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Presented at ICASA Conference
Cape Town, December 2013
Recognition and appreciation

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THERE HAS BEEN A HUGE UPTAKE IN VMMC SINCE 2009
1.4 million circumcisions since 2010

Johnson, et al., 2013
Brothers for Life

- Nat’l campaign launched August 2009 promoting health of South African men focused on HIV

- 1st SBCC campaign focused on men

- VMMC campaign launched in 2011, combining mass media with community mobilisation and advocacy
  
  - Raise awareness about benefits of MMC and generate demand
Target Audiences

• Primary Audiences:
  – Youth 15 – 24
  – Men aged 25+

• Secondary Audiences
  – Women of a sexual and reproductive age
  – Policy and decision makers
  – Traditional leaders and structures
  – Government Departments
Campus MMC Campaign

Campus Health Service
- Outreach Activities
  - HCT Referral
  - Condoms

Digital Media
- Campus AIDS Committees (HP’S)

Training Peer Educators
- Resident Workshops
  - HCT
  - Referral
  - Condoms

MMC Service Provider
- Campus Media
  - Murals
  - Campus Newspapers

- Promotions
  - Campus Radio
  - Talk Shows
  - Promotions

Identify and train VMMC Champions
Information Resources

- Demand creation and post-op brochures
- Flip chart supporting group counselling
- 3 posters
- Billboards at sites and in high commuter areas around sites
Post-Circumcision Support for men

• Database provides ongoing messaging to clients regarding post-op care and support

• Send to 071 454 9042 to receive messages from day 1 to week 6 on caring for wound and delaying sex
Selected Objectives

Behavioural prevention:
• Increase condom use with all partners
• Promote partner reduction multiple

Biomedical prevention to Increase:
• Knowledge of HIV benefits of MMC
• Medical male circumcision
• HTC
• Awareness of linkages between HIV/TB
• Knowledge of signs and symptoms of TB and other OIs
2012 Survey Research Methodology

• Nat’l survey of men and women, 16 to 55 representing population of 28,087,988\(^1\)

• Multi-stage, stratified probability sample of 10,034 men and women in all 9 provinces

• Data collected by Freshly Ground Insights (FGI) with Health and Development Africa (HDA)

• Face-to-face interviews in each household conducted between February and May, 2012, by FGI

• Joint funding from USAID (PEPFAR), Soul City, loveLife, Department of Health

\(^1\) Weighted by sex, age, race, and province (based on StatsSA's 2007 Community survey)
Qualitative Research

Focus group discussions

• 13 FGDs in 7 South African provinces.
  – 9 conducted with men
  – 4 conducted with women

• Participants aged 18 to 24 years; and 25-35 years

• Reception analysis component involved aided and unaided recall, with some materials shown (e.g. TV and radio adverts, images of billboards)

• Brochures & other print material examined using the uses and gratification approach
Percent exposed to Brothers for Life, by Age Group

Total sample = 10,034; equivalent to 28,087,988 men and women aged 16-55 years. Exposed to any component: 6,277; equivalent to 17,341,041 (8,462,722 men and 8,878,319 women 16-55 years old.)
The one I know is the one (TV Advert) about circumcision and I know a lot of people that ended up going to get circumcised at the clinic after seeing that advert, I have a couple of friends that went to be circumcised (Carltonville, GP).

I have used the brochure to help encourage someone to get circumcised. He got circumcised at the clinic next door.
You see when it comes to marketing and the Road shows, they are good, so we get the information in the street wherever they are, and we’re talking newspapers, media, talking of flyers, billboards things like that. But where you get to chat to them eye to eye, mouth to mouth is at the Road show” (FGD, Welkom, FS).
Meaning of Brothers for Life (unaided)

- Take responsibility: 47%
- Care for family: 45%
- Be a good man: 46%
- Respect women: 38%
- Do not hit women: 29%
- Have only one partner: 17%
- Do not drink a lot: 13%
- Make informed choices: 11%
- Don’t know: 18%

n= 6,277; equivalent to 17,341,041 men and women ages 16-55.
Meanings of Brothers for Life

They recruit people to go get circumcised .. which is a good thing, when you look at the other health centres which have been there for years but never really encouraged anyone to get circumcised like this organization called, what is it called.. ‘Brothers for Life’”
IMPACT on INTENTION to CIRCUMCISE

Direct impact on intention to get circumcised
• Men exposed to campaign were 1.4 times more likely to intend to get circumcised

Indirect impact through Men’s attitude
– Men exposed more likely to have favourable attitude towards VMMC
– 11% difference between men with higher levels of recall to BLF campaign (56%) than those with little or no recall (45%)
– Those with high favourable MMC attitude were 2.3 times more likely to intend to be circumcised
M1: Yes. Going to the mountains is usually by force but going to the clinic is a decision that someone makes plus the clinic is good and it is safe (KaNyamazane, MP).

I learned that it’s the healthier, safer, more hygienic way of getting circumcised and it takes 6 weeks to heal (Eastern Cape).

M10: What I appreciated was that it reduces the risk of contracting HIV/AIDS and STI’s if you are circumcised. That is what stood out for me the most (Carletonville, GP).

I was encouraged by Brothers for Life to get circumcised but I heard one of my friends’ girlfriends say, she was asking me since I was circumcised, why wasn’t I encouraging my friend because ladies are at risk of getting cervical cancer because they heard from the Brothers For Life guys who told them that if you sleep with them awkwardly they’ll be at risk of getting cervical cancer.”
Knowledge of Post Circumcision Behaviour

- **Indirect impact through men’s knowledge of post circumcision behaviour** (condom usage and delay sex for six weeks)
  - 20% difference on post circumcision knowledge between those with low levels of recall to B4L and those with high recall
  - Men exposed to B4L were more 1.4 times more likely to have high levels of post circumcision knowledge
  - Those with high level of knowledge were 4.6 times more likely to have favourable attitude towards VMMC and 1.45 times more likely to intend to get circumcised
Path model of the impact of Brothers for Life on Circumcision Intention*

**Socio-Demographic & Control Variables**

- W
- Z
- V
- X

**Causal Pathways**

- $\epsilon_1$
- $\epsilon_2$
- $\epsilon_3$
- $\epsilon_4$

- $Y_1$: Circumcision Intention
- $Y_2$: Knowledge Post-Behavior
- $Y_3$: MMC Attitude
- $Y_4$: Brothers for Life Program

**Behavioral Outcome**

- 73% of cases correctly classified

*Adjusted Odds Ratios statistically significant*
Significant predictors of Circumcision Intention

Positively related (more likely to have high circumcision intention):
♦ High MMC attitude (OR=2.34)
♦ High Post-circumcision knowledge (OR=1.45)
♦ Exposure to Brothers for Life (OR=1.44)
♦ In a steady relationship as compared to married
♦ Is 15-24 years old compared to 36 and older (OR=2.74)
♦ Is 25-35 years old compared to 36 and older (OR=1.55)
♦ Has education beyond primary

Negatively related (less likely to have high circumcision intention):
♦ Being other than Black

N= 1,641 men 16-55 years old
THANK YOU