Zambia perspective on strategies for realizing the PEPFAR age pivot

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The Zambian VMMC Program

• Population - 15 million with a generalized HIV epidemic in a largely non–circumcising nation

• HIV prevalence of 13% in adults aged 15-49 years (ZDHS 13)

• Male circumcision prevalence of 15 – 49 years ↑ from 13% (ZDHS 2007) to 22% (ZDHS 2013).

• 2012 – 2015: targeted 1,864,393 males - reached 1,200,000 males

• 2016 – 2020: targeting 1,985,083 males, focusing on 15-29 years for immediate impact on the HIV epidemic.
Chart 1. Demonstrating the Age pivot

<table>
<thead>
<tr>
<th>Year</th>
<th>Target</th>
<th>Achievement</th>
<th>Target age group</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 13</td>
<td>200,000</td>
<td>175,000</td>
<td>65%</td>
</tr>
<tr>
<td>APR 14</td>
<td>225,000</td>
<td>225,000</td>
<td>75%</td>
</tr>
<tr>
<td>APR 15</td>
<td>200,000</td>
<td>130,000</td>
<td>66%</td>
</tr>
</tbody>
</table>
Factors Contributing To Achievements

- Policy Framework
- Strategic use of data
- Government Leadership
- Targeted Demand Generation
- Services
- Partner engagement & Coordination
- Strategic Implementation

- Strategic use of data:
  - Age specific Messaging
  - Target relevant areas
  - Male Mobilizers

- Targeted Demand Generation

- Services
  - Social Media
  - Youth friendly

- Government Leadership

- Strategic Implementation
Key Factors Contributing To Age Pivot

Leadership
- Strong National leadership

Policy framework
- Policy documents and Guidance aligned to focus on ABYM

Partner engagement and Coordination
- Through TWG; Strategic guided implementation with focus on ABYM
- Recognition of high performance

Demand Creation and Service delivery
- ABYM Focused Strategies, i.e., target areas where found, age specific messaging, use of male mobilizers, youth friendly services, social media use.
- Human Centered Design approach to demand creation for VMMC in Zambia, by IPSOS
Country Specific Challenges In Reaching The Age Pivot

Service Delivery:
• Campaigns draw younger boys and adolescents which deters older males
• Uptake of services generally low in ‘older’ target age group
• Private sector not fully engaged in the program

Demand Creation:
• Demand generation in the ‘older’ target age group challenging and requires evidence based innovative strategies

Research
• Inadequate research to inform programs in service delivery / demand generation
Engagement With traditional leaders and local schools in Eastern Province*

*EPHO Quarterly Partners meeting presentation 2016