



Improving Quality VMMC

Moving VMMC towards PEPFAR's Age Pivot - Experience from Jhpiego Zambia

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Development of strategy to reach age pivot

Developed Jhpiego specific SBCC strategy to guide demand creation

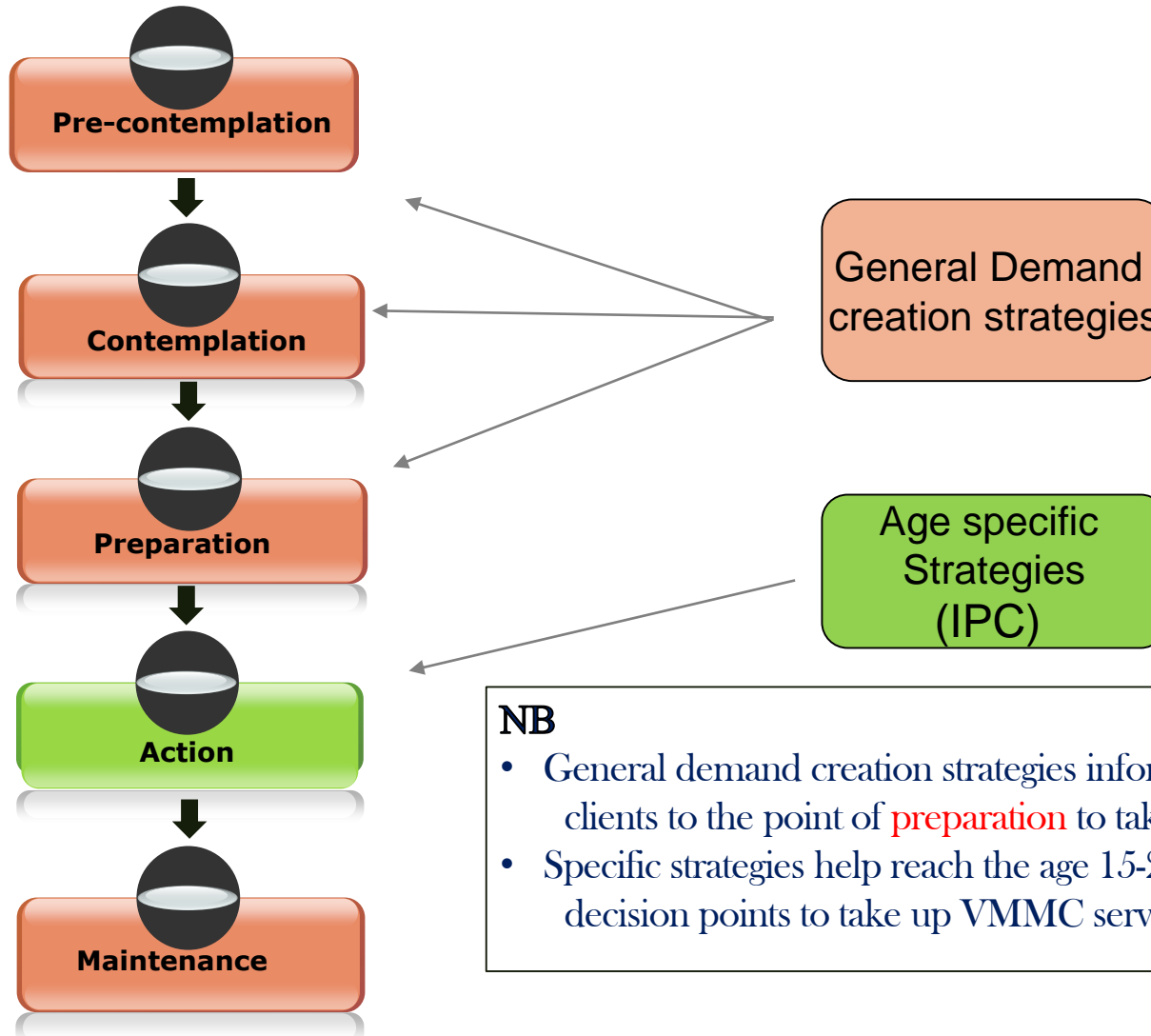
Profiled the audiences based on the National communication & advocacy strategy

Where to find them and What they do

How best to reach them with VMMC messages.

Demand creation strategy

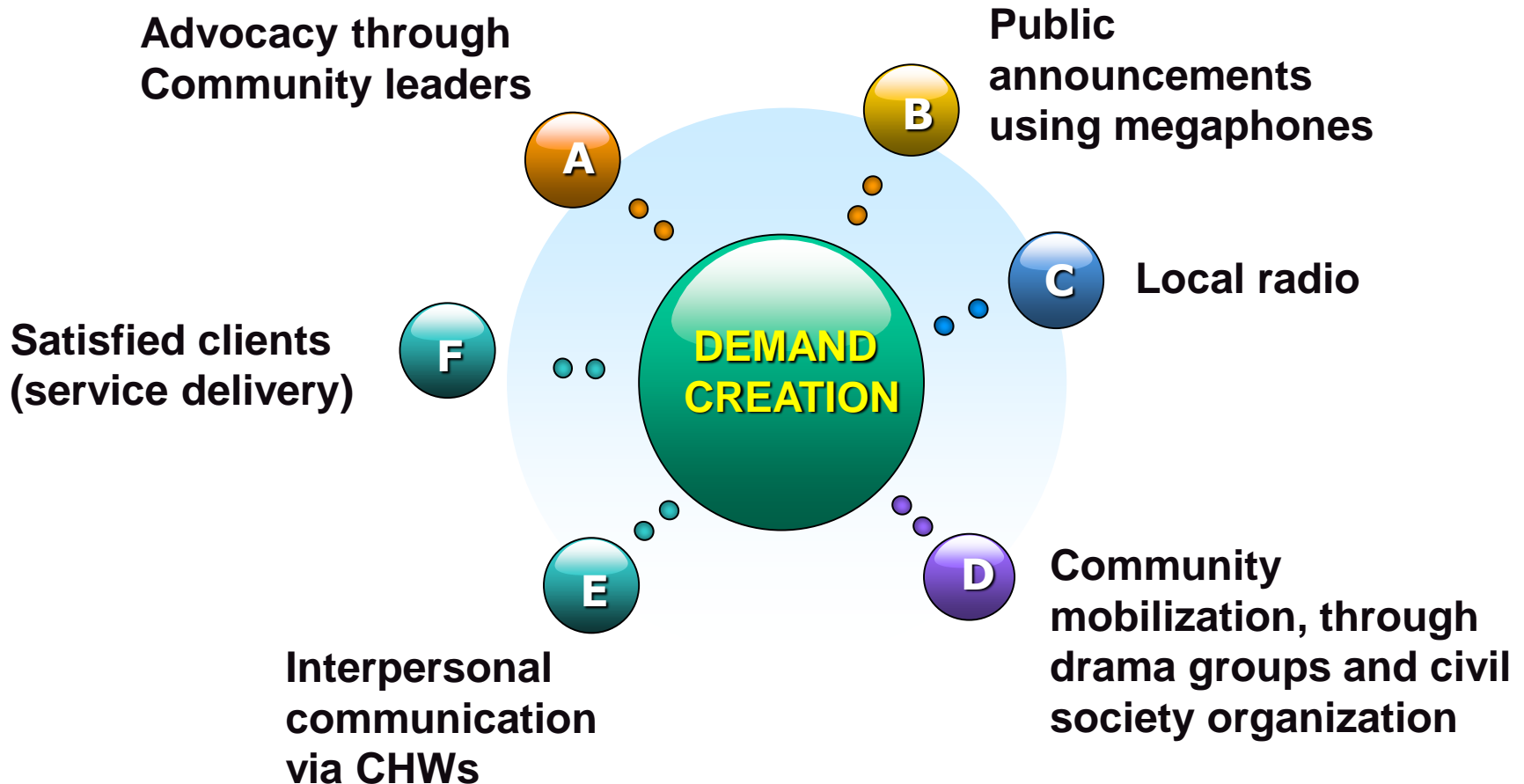
Stages of Change Theory



NB

- General demand creation strategies inform and tilt potential clients to the point of **preparation** to take up VMMC
- Specific strategies help reach the age 15-29 yrs and tilt them to decision points to take up VMMC services (**action**)

General strategies



Age-specific strategies

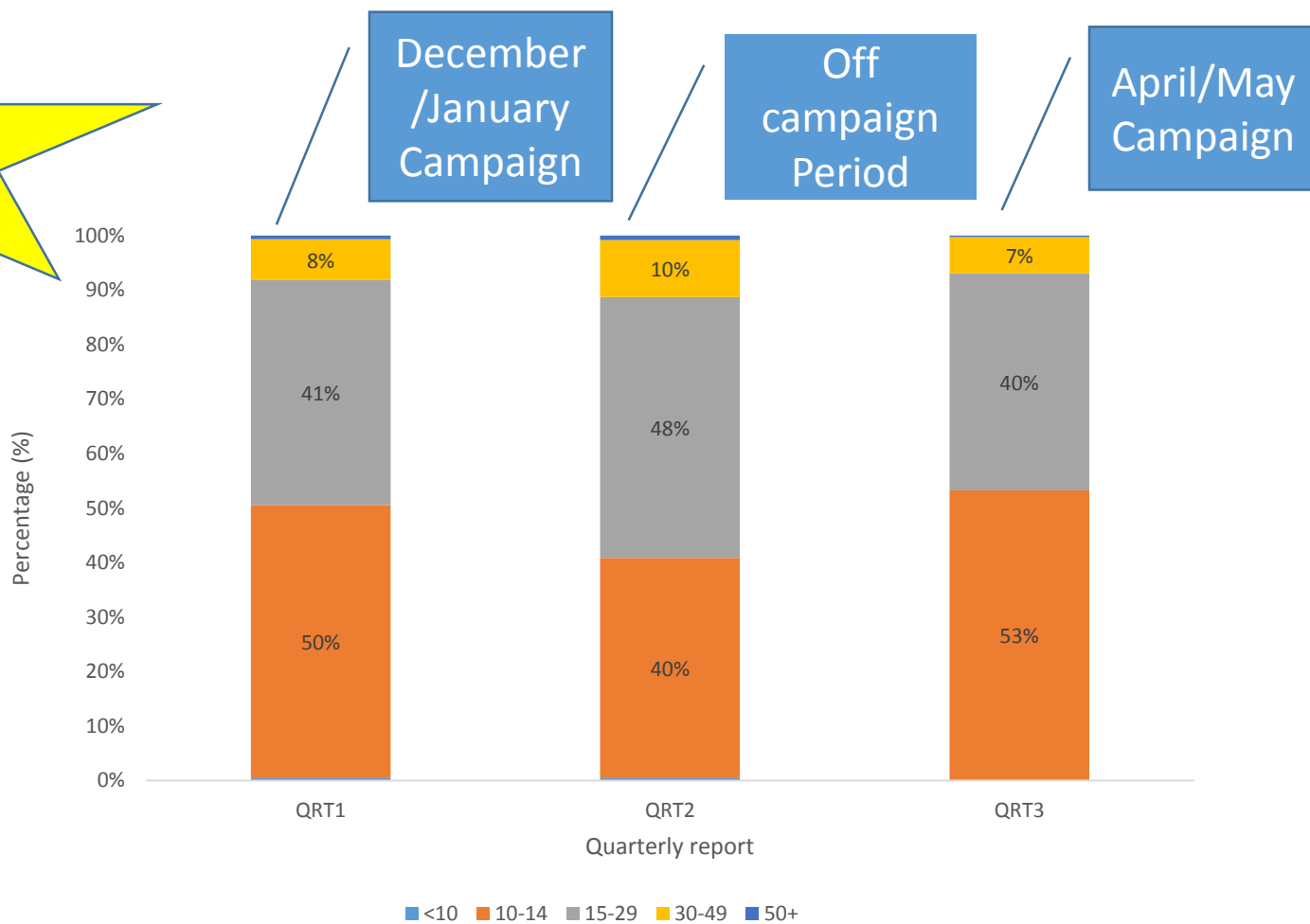
Engagement of more male community mobilisers

- Male are not limited by culture from talking to boys 15yrs & older about sensitive issues like the penis e.g. VMMC
- Oriented in IPC and correct messaging.
- Conduct door to door activities using flip charts and information booklets
- Focus on clients 15-29 yr olds.

Engaging communities with higher concentration of 15-29 yrs clients

- Higher institutions of learning i.e. High schools, colleges and universities.
- Market place, Barber shops
- Work places – formal and informal including farms

Increasing off-campaign service delivery



Number of VMVC – Oct 2015 to June 2016

Age tailored services

- Evidence supports our experience that clients cite word-of-mouth (IPC) as influential in their decision to seek VMMC.^{1,2,3}
 - Technical excellence,
 - good counselling, & post-operative care and follow-up
 - An environment of respect (privacy, confidentiality, trust & responsiveness)

1 . Galukande M, Sekavuga DB, Duffy K, Wooding N, Rackara S, Nakaggwa F, et al. Mass safe male circumcision: early lessons from a Ugandan urban site - a case study. *Pan Afr Med J.* 2012;13:88. Medline

2. Nielsen Newswire [Internet]. New York: Nielsen; 2015. Why word-of-mouth is loudest in Africa. 2013 Apr 3 [cited 2015 Jan 18].

3. Sgaier K.S. , Baer J, Rutz D.C, Njeuhmeli E, Seifert-Ahanda K, Basinga P, Parkyn R, Laube C. (2015). Toward a systematic approach to generating demand for voluntary medical male circumcision: Insights and results from field studies. *Global Health: Science and Practice*, 3(2), 209-229.

Challenges to reaching the age pivot

- The inadequate formative research to improve understanding of the target groups
- Limited evaluation of demand creation strategies
- Limited collaborations among community based organizations and implementing partners for demand creation
- Limited use of social media



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Thank You!