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

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August 24, 2016
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

- **Pre-contemplation**
- **Contemplation**
- **Preparation**
- **Action**
- **Maintenance**

**General Demand creation strategies**
- Inform and tilt potential clients to the point of preparation to take up VMMC

**Age specific Strategies (IPC)**
- Specific strategies help reach the age 15-29 yrs and tilt them to decision points to take up VMMC services

**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
General strategies

- Advocacy through Community leaders
- Public announcements using megaphones
- Local radio
- Community mobilization, through drama groups and civil society organization
- Satisfied clients (service delivery)
- Interpersonal communication via CHWs
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

Program data

- December/January Campaign
- Off campaign Period
- April/May Campaign

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Percentage (%)</th>
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</thead>
<tbody>
<tr>
<td>QRT1</td>
<td>8% 41% 50%</td>
</tr>
<tr>
<td>QRT2</td>
<td>10% 48% 40%</td>
</tr>
<tr>
<td>QRT3</td>
<td>7%  40% 53%</td>
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</tbody>
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Number of VMMC – 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.\textsuperscript{1,2,3}
  • Technical excellence,
  • good counselling, & post-operative care and follow-up
  • An environment of respect (privacy, confidentiality, trust & responsiveness


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
Thank You!