What is an Imbizo

• Origin of the word “imbizo” – from Zulu biza to call or summon

• South Africa - an imbizo is a meeting, a gathering of Zulu people called by the king or a traditional leader.
Why was it established – to overcome challenges

• Demand Generation Challenge – how to open the discussion regarding medical male circumcision.

• Provide an environment to discuss information relating to medical male circumcision and other health related matters.
The strategy of “The Moving Imbizo” is to scale up engagement at a community level by creating an atmosphere where the community come forward to engage with the teams in respect to health related matters.
Size of a Moving Imbizo

• Establishing a Moving Imbizo

• Key partnerships – the value of working together
  • Local government departments
  • Local municipal departments
  • Local NGOs
  • Other partners
  • Corporate sector
  • Other parties
Lessons learned –

Successes: Collaboration & Partnerships

Challenges: Individual objectives

• Developing strong partnerships
• Supporting local government to reach their objectives
• Reaching all members of the community
• Entertain and Educate (Community Ambassadors)
• Open dialogue for discussions
• Add value to other demand generation activities (pulls everything together)
Has the Moving Imbizo had any impact?