Interpersonal Communications linked with mobile-based feedback mechanism for Voluntary Medical Male Circumcision (VMMC) demand creation: Lessons from a 6-month implementation pilot in Zambia.

AUTHORS:
Brittany Thurston, MA – Populations Services International
Albert Machinda, MD – Population Services International
Mary Namukoko - Society for Family Health Zambia

01 BACKGROUND:
• Interpersonal Communications (IPC) approaches are the backbone of Voluntary Medical Male Circumcision (VMMC) demand, facilitating discussions and allowing men to address their unique concerns.
• Despite effectiveness of IPC, most men showing willingness to get circumcised do not get circumcised.
• Internal programmatic data shows one third of men reached with circumcision messages get circumcised.
• Most VMMC programs lack structured follow-up strategies for clients missing appointments.
• A door-to-door mobilization model, which utilized Community Health Workers (CHWs) equipped with tablets to maximize follow-up, efficiency and effectiveness of contact with potential VMMC clients was implemented.

02 DESCRIPTION:
• Equipped 10 CHWs and 1 supervisor with pre-configured tablets, who were then assigned to one geographical area in Lusaka District.
• CHWs conducted sessions and electronically submitted client information and booked VMMC appointments through a custom-built application.
• Tracked clients through unique identifier
• Automated SMS reminder sent to CHWs to follow-up with clients who missed scheduled appointments.

03 RESULTS:

<table>
<thead>
<tr>
<th>CHARACTERISTICS OF CIRCUMCISED CLIENTS</th>
<th>NUMBER OF VISITS REQUIRED</th>
<th>TIME TAKEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male (25+ yrs); Single (93%)</td>
<td>1 visit; 6-75 days</td>
<td>71% BOOKED &amp; CIRCUMCISED</td>
</tr>
<tr>
<td>Unduplicated (98%)</td>
<td>9% AFTER FOLLOW UP VISITS</td>
<td></td>
</tr>
<tr>
<td>Number of visits required</td>
<td>2-5 visits</td>
<td></td>
</tr>
<tr>
<td>Time taken</td>
<td>6-75 days</td>
<td></td>
</tr>
</tbody>
</table>

CHARACTERISTICS OF CLIENTS WHO BOOKED AND MISSED APPOINTMENT

- Age 15-29 years (41%)
- Tertiary Education (50%)
- Head of Household (45%)
- Employed (43%)
- Secondary Education (26%)
- Less than 15 years old (23%)

- MAJORITY NEVER ATTENDED SCHOOL (71%)
- UNDER 15 YEARS (40%)
- FIRST BOOKING AFTER FOLLOW-UP VISITS (9%)

- MALES; UNMARRIED (84%)
- MIN PRIMARY LEVEL EDUCATION (96%)
- UNEMPLOYED (70%)

- 71% BOOKED & CIRCUMCISED 29% BOOKED & MISSED APPOINTMENTS

04 CONCLUSION:
The mobile feedback mechanism is an efficient tool when coupled with an innovative IPC demand creation model for the following:
✓ informing program decisions on how to best to reach potential clients;
✓ identifying characteristics of clients who access VMMC services in low-resource settings;
✓ monitoring client referral success rates; and
✓ promoting timely and systematic follow-ups.