USING PREDICTIVE ANALYTICS and MOBILE PHONES to book VMMC for HIV prevention

18 - 35 year old South African males: The SWHP experience

THE PROBLEM

7.1 million
South Africans were using with HIV

270,000
newly infected
with a prevalence rate of
19.1%
in the 15 to 49 age group

SOLUTION USING BEHAVIOURAL SCIENCE

IMPROVING VMMC UPTAKE

The SWHP in conjunction with the Behaviour Change Agency (BCA) implemented an innovative and effective approach informed by BEHAVIOURAL SCIENCE using:

- Nudges
- Data analytics
- and crucial interventions

PILOT INTERVENTION

17% of households have access to MOBILE PHONES, providing wide reach in rural areas and to all age groups.

Unstructured Supplementary Service Data (USSD), independent of internet access, was chosen platform.

Designed as a nudge for EASY and SIMPLE decision and ACTION:

- USSD number, "1742/000" to book an appointment, was FREE
- Clients chose their language and followed SIMPLE STEPS to make a booking to a clinic closest to where they live

The booking was followed by a CONFIRMATION SMS and a REMINDER SMS sent a day before the appointment

RESULTS

Over the 8 weeks of the campaign from October to December 2016

30% INCREASE in the number of circumcisions performed in November 2016 compared to November 2015

48,525
men accessed the USSD number

11,533
24% circulated

18
Average age

80%
10%
10%

CONCLUSION

Our findings suggest that the integration of a nudge in the form of a carefully designed FREE USSD BOOKING SYSTEM in the SWHP VMMC demand creation interventions was a success.

The effectiveness of this novel intervention will now be tested on a BROADER SCALE and in different CONTEXTS.