Innovative, targeted, evidence-based demand creation approaches for Voluntary Medical Male Circumcision (VMMC): A 3-month pilot in Zambia

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01 BACKGROUND:

• Since 2009, VMMC has increased but targets have not been achieved.
• There is a need for innovative demand creation methodologies including use of market research and human centred design (HCD).
• Methods should target the most impactful ages (15-29 years) and shorten the journey to circumcision.
• Society for Family Health (SFH) employed HCD strategies to analyse and translate 2014 market research findings into demand creation solutions.
• The process involved the following:
  • prioritized four of seven identified segments of men
  • created robust archetypes
  • uncovered insights used to inform tailored messages and prototypes for new demand creation tools
  • prototyped tools prior to scale up to allow for co-creation and refinement with clients

02 DESCRIPTION:

• The program implemented a non-randomized pilot in 8 health facilities in 4 districts in Lusaka and Central Province from August – November 2016.
• SFH recruited and trained 23 Community Health Workers (CHW) and 8 supervisors on new messages and tools.
• CHWs conducted door-to-door mobilization activities using new tools and potential clients were classified into a specific segment to receive tailored messages.
• Clients interested in getting circumcised were scheduled for an appointment and provided with a referral card.
• Clients who missed appointments were followed-up a maximum of 3 times.

03 RESULTS:

Conversion Rate (MCs/Appointments Booked) : Standard of Care vs. Pilot

M Cs Booked versus Actual MCs by Segment (n=3,421)

04 CONCLUSION:

• 68% of those circumcised were aged 15-29 years in both methods.
• On average, men took 42 days from first contact to circumcision.
• Younger CHWs were more effective.
• Female CHWs’ conversion rate was 47% compared to 38% for male CHWs.

The use of segmentation to provide tailored messages and tools is as effective as established demand creation methods.

Data delivery matters. Presentation, user-friendliness are key considerations for effective demand creation tools.

Must align outreach structure/communication channels with segmentation approach. Tailoring is key!

Emphasis should be placed on mapping the cascade to VMMC and shortening a man’s journey to circumcision.