

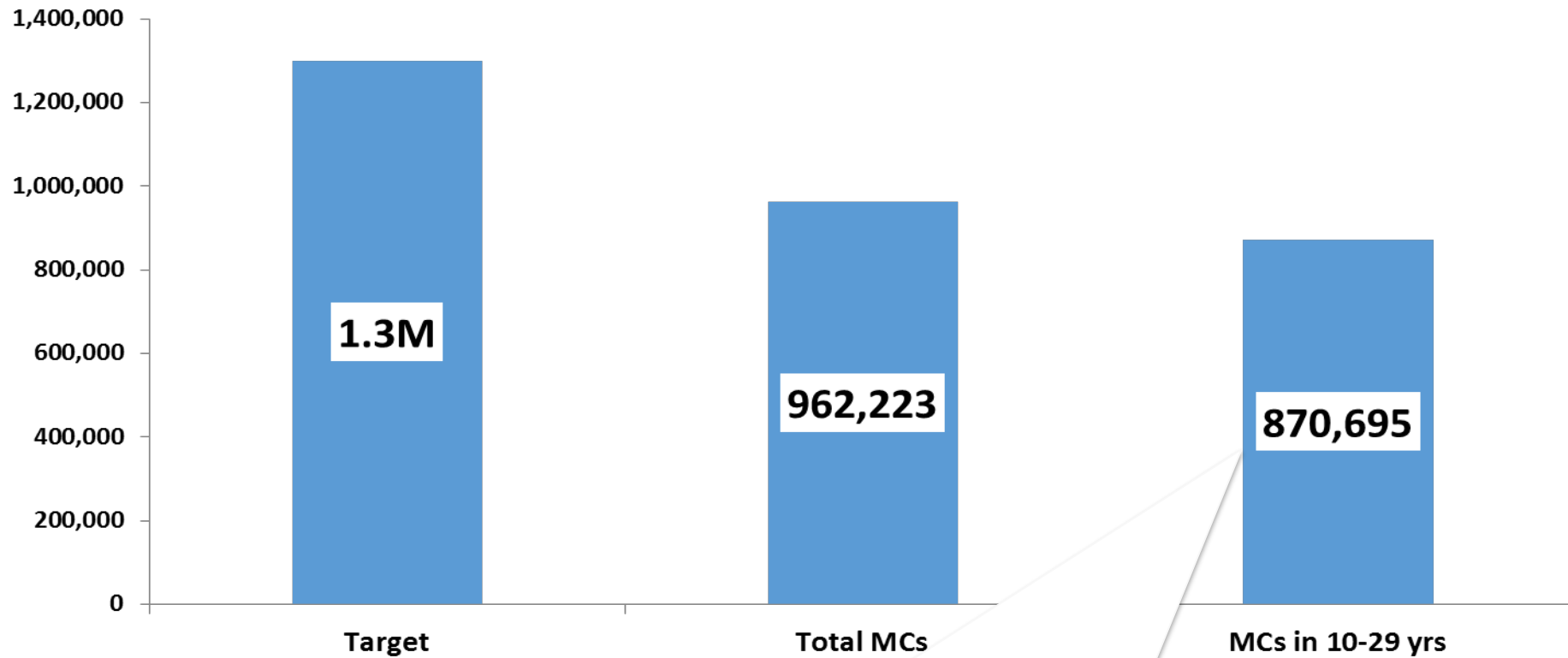


New Approaches to Demand Creation

PSI Zimbabwe

July 2017

VMHC National Achievements 2009 to April 2017



67% to target of 1.3 million circumcision by 2018

Segments Prioritization

Segment selection criteria:

- Size of the segment
- High level of commitment to get circumcised in the future
- Sexual behavior
- Potential of advocating post circumcision

1



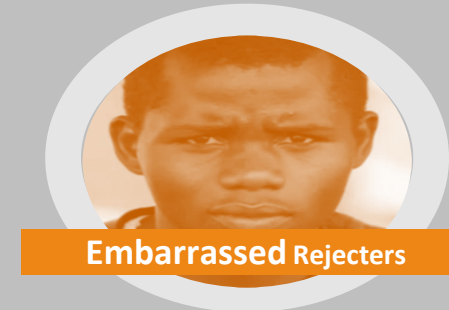
Large potential (21% of uncircumcised men); high commitment; dissonance issues

2



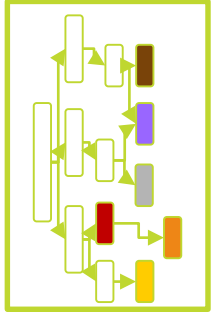
Large potential (19%), lack of knowledge is key to informing their commitment; addressing knowledge gap is relatively easy

3



Moderate potential (16%), commitment is rather low, knowledge, embarrassment and fears are high – need social support

Key Insights from IPSOS Research



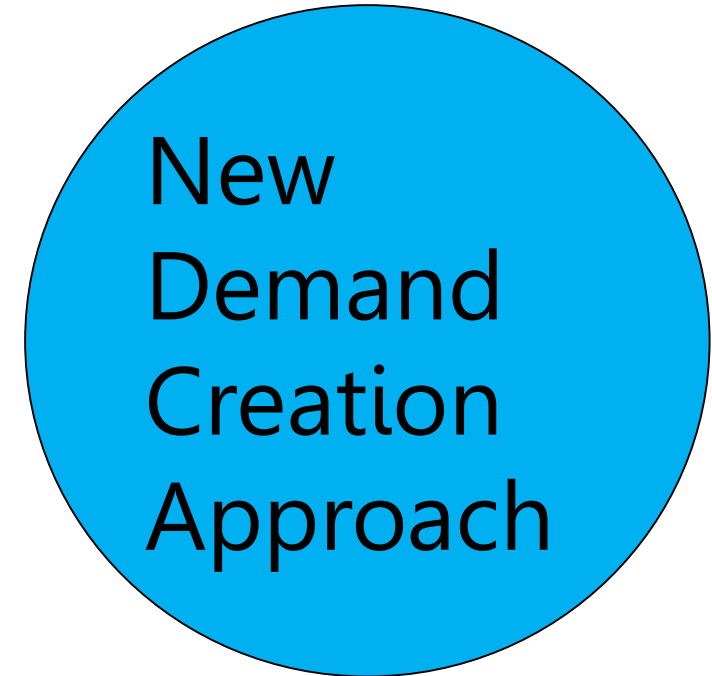
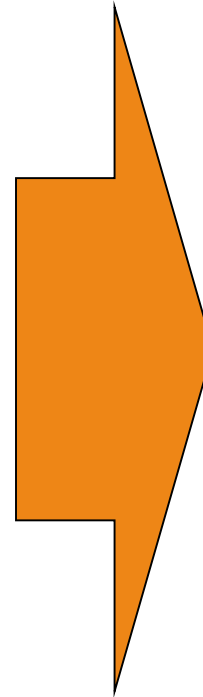
Segmentation Tool



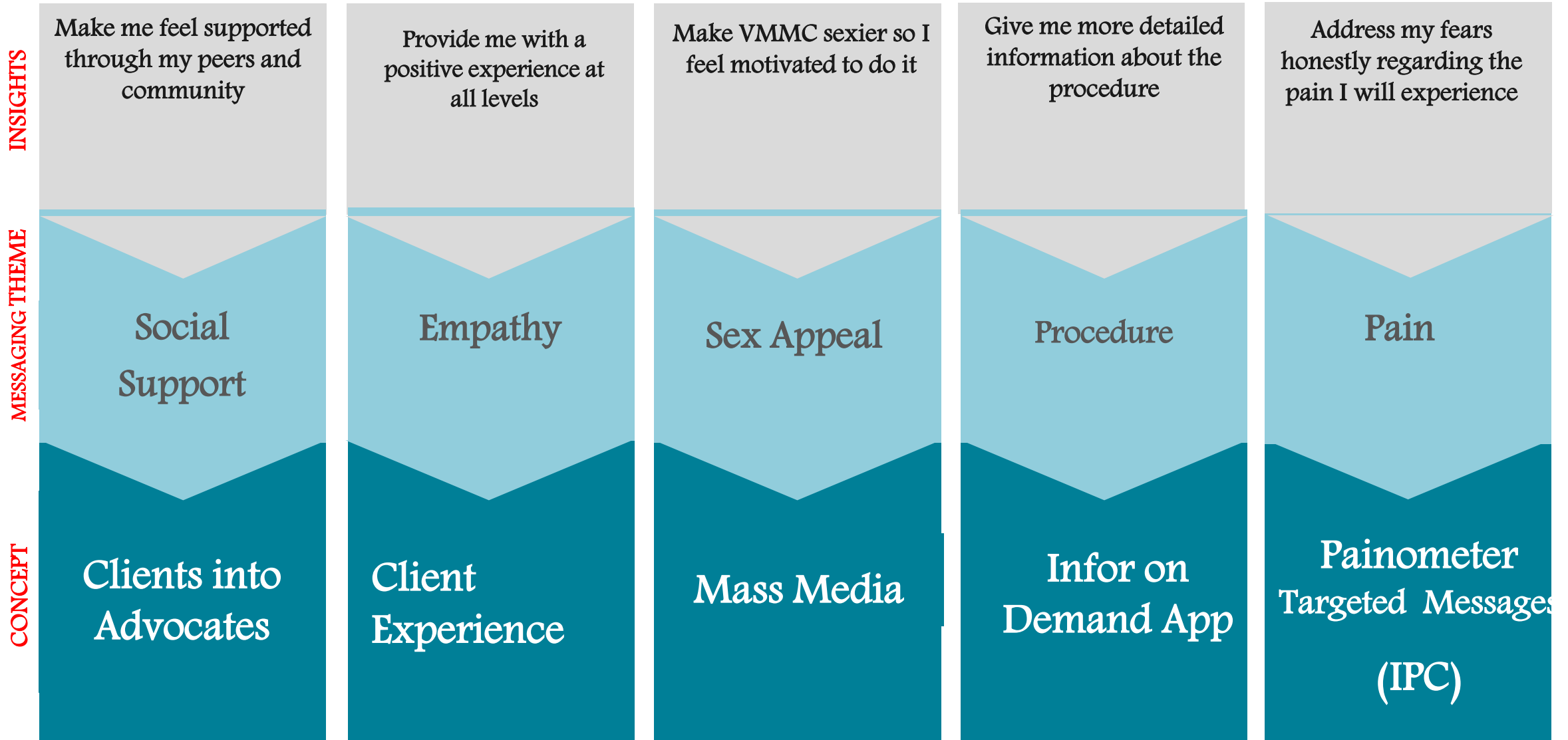
Targeted Messaging



**Honest Communication
On Pain + Procedure**



The Human Centered Design Conceptual Framework



Segmentation Tool

- Decision tree with scales leading to the segment
- Simplified visually and color coded
- Streamlined scale
- Paper based and digital versions



VMMC SEGMENTATION TOOL

"May I ask you a few questions about your opinion on male circumcision? There are no right or wrong answers to the questions. I am only interested in hearing what you honestly think."

You are required to give your answers using a rating scale from 1 to 7. Refer to the scale sheet for detailed instructions on how to use the scale.

START HERE **I AM COMMITTED TO GETTING CIRCUMCISED**

1	"I understand the procedure and healing process of circumcision."	1-6 7	"I am too embarrassed to go and get circumcised." BROWN [Use Scale 1]	1 2-7	MAROON It is our duty to society to prevent HIV. MAROON	1-6 7	GREY MAROON
2 3 4	"I understand the procedure and healing process of circumcision."	1 2-6 7	MAROON "I am embarrassed to go get circumcised." BROWN [Use Scale 1]	1 2-7	GREY What do or what would other female family members think about your decision, if you were to get circumcised? [Use Scale 3]	1-4 5-7	MAROON YELLOW
5	Even if my friends or people in my community come to know that I am circumcised, I would get circumcised if I wanted.	1-6 7	GREY YELLOW [Use Scale 1]				
6	Circumcision is too stressful.	1 2-7	YELLOW What do or what would other female family members think about your decision if you were to get circumcised? [Use Scale 3]	1-6 7	GREY YELLOW		
7	Is it likely that you would encourage your grandfather to go and get circumcised? [Use Scale 2]	1-6 7	I understand the procedure and healing process of circumcision. ORANGE [Use Scale 1]	1-4 5-6 7	YELLOW How likely would you be to encourage a son (if you have or had one) to go and get circumcised? [Use Scale 2]	1-6 7	GREY YELLOW PURPLE

Honest Communication: Pain –O- meter

Insight

- Uncertainty on pain and procedures

Human Centred Design Challenge

- Honest communication about pain and procedure

Approaches

- Pain-O-Meter:

psi Zimbabwe MALE CIRCUMCISION AND YOU
THE VMMC JOURNEY

SURGICAL

WHAT HAPPENS?

DAY 1	DAY 2	DAY 3
Injection and surgery	Discomfort	Bandage removal and MB skin

WHAT DOES IT FEEL LIKE?

Needle prick / Acacia thorn prick	Cut on the finger	Band-aid or wound crust being pulled off. They prickle
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HOW TO MANAGE IT

Pain tablets Deep Breaths	Pain tablets Elevate penis Erection control Wear well-fitting underwear	Pain tablets Elevate penis Erection control
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RING
SIMPLE. SMART. SAFE.

WHAT HAPPENS?

DAY 1	DAY 2	DAY 7
Ring placement	Experiencing pain	Ring removal

WHAT DOES IT FEEL LIKE?

Discomfort	Wearing a tight shoe Bumping toe to a stone Burning sensation Small stone in your shoe	Fitting shin against a hard surface Kubaheya jekisoni Bonda ndambwa
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HOW TO MANAGE IT

Pain tablets Deep breaths	Pain tablets Elevate penis Erection control Wear well-fitting underwear	Take pain tablets soon after removal Elevate penis Erection control
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DAY 1-49

ERECTION CONTROL

WHAT DOES IT FEEL LIKE?

Pain from erection is like a throbbing headache

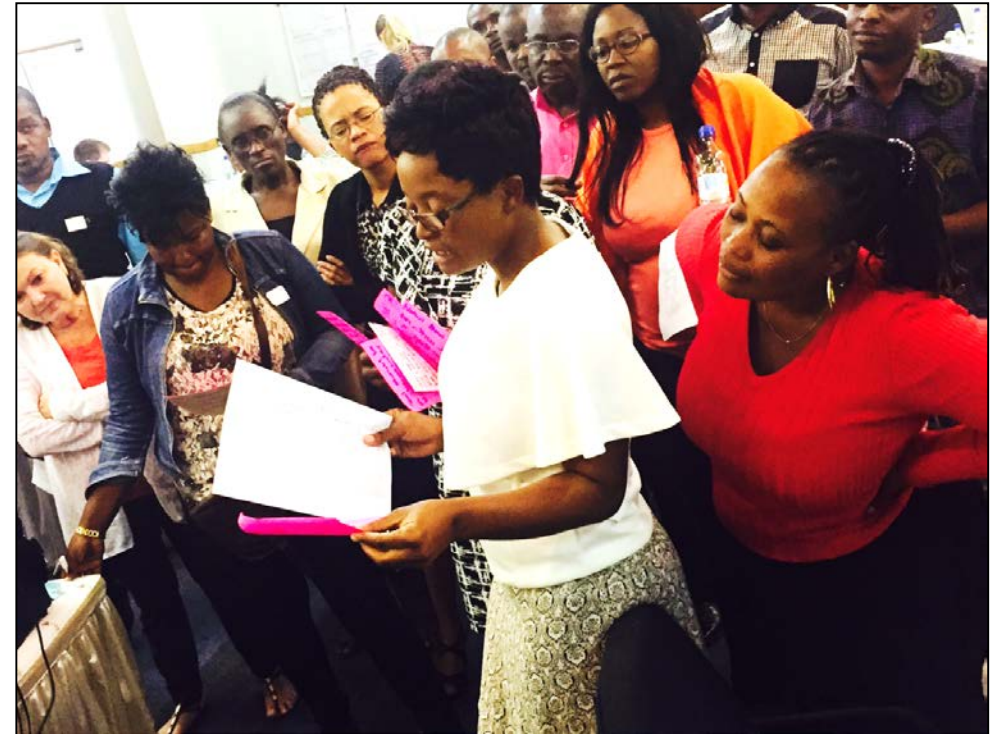
HOW TO MANAGE IT.

- Pain tablets
- Urinate frequently
- Walk on cold floor
- Dip feet in cold water

Logos: PEPFAR, USAID, UKaid, psi, Zimbabwean Government

Honest Communication: Pain-O-Meter (2)

- Facilitates structured discussion on pain and procedure
- Explains what happens each day of the process
- Use analogies from clients to describe pain
- Identify pain management strategies
- Segment specific messages



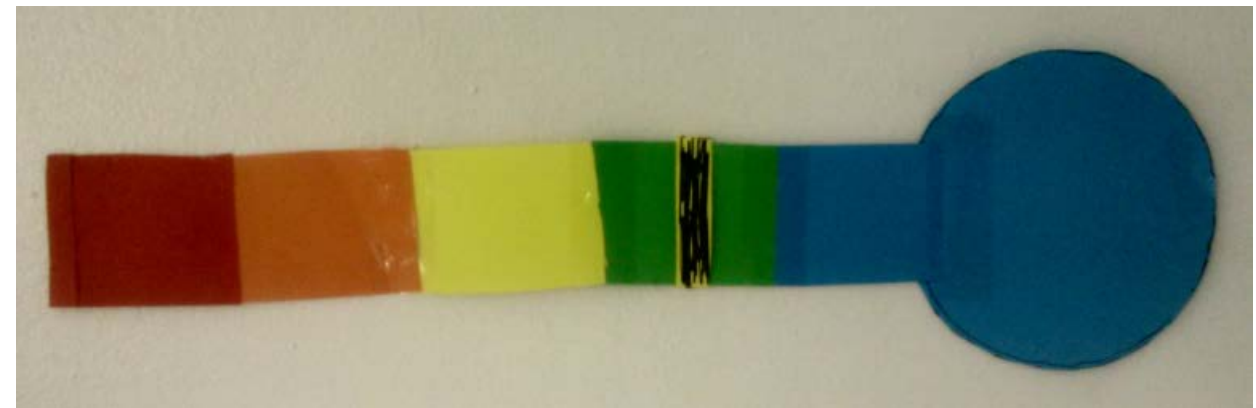
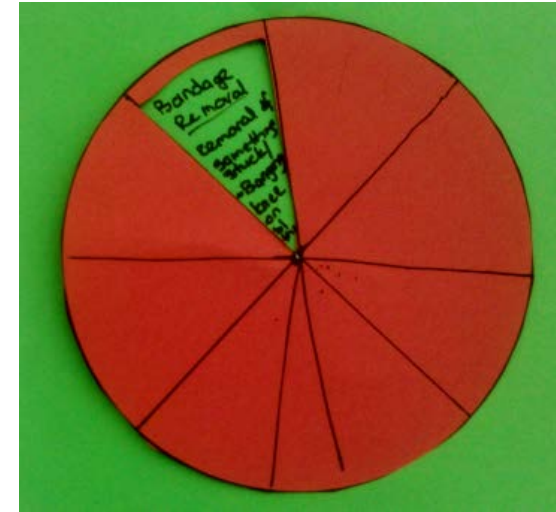
Honest Communication: Pain o meter (2)

Process

Clients and mobilisers together described pain

Prototyping with clients and mobilisers

Testing and iterations

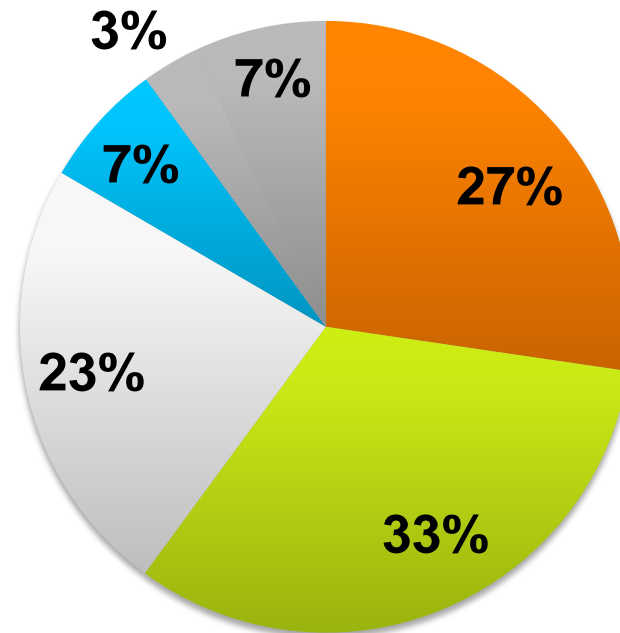


Operationalising the new tools under IPC

- IPC restructuring to identify new IPC agents
- IPC segmentation- 3 tier model (Gold, silver & bronze)
- New training manuals with client segmentation, segment specific key messages, pain-o-meter tools

Contribution to VMMC Uptake by Segment: April – June 2017

Percentage Contribution of Segments to All VMMCs



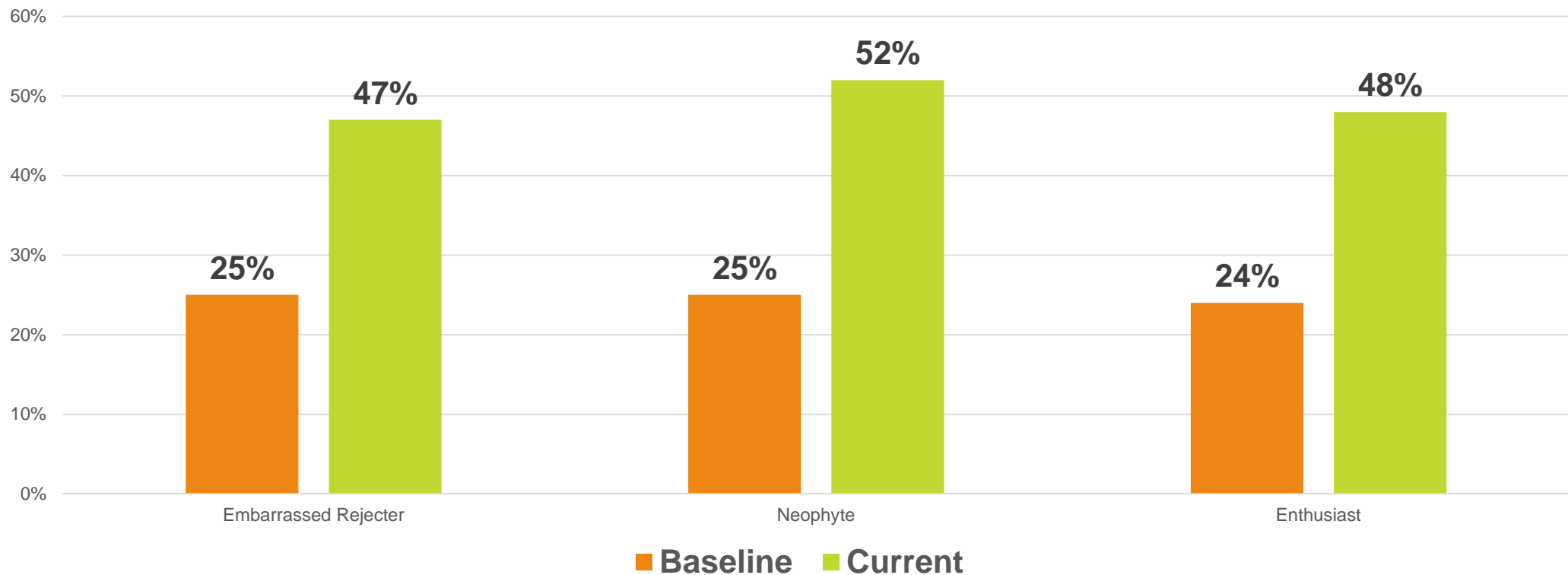
The three priority segments contributed 83% of all MCs (April – June 2017)

■ Yellow ■ Orange ■ Grey ■ Maroon ■ Purple ■ Brown

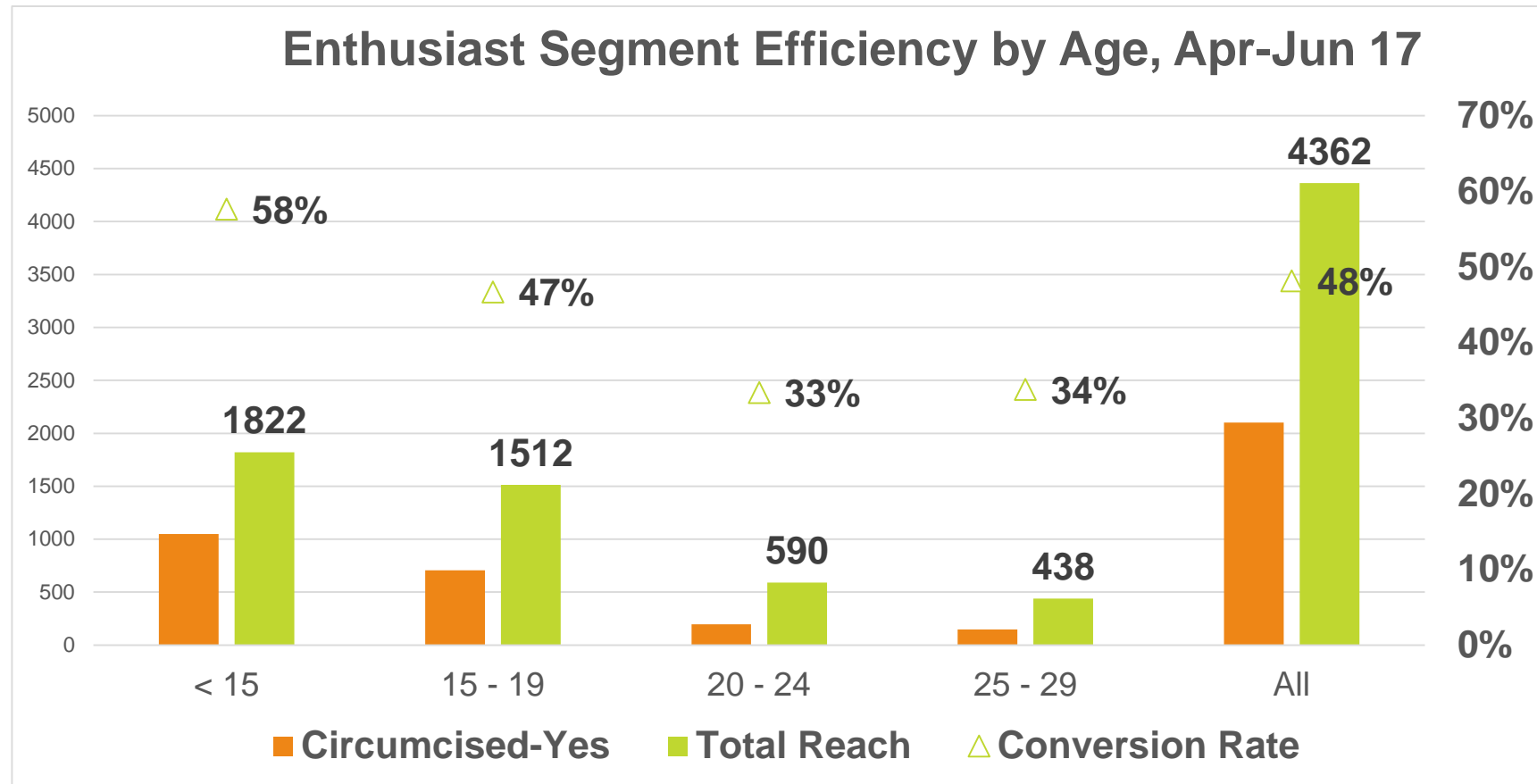
IPC Efficiency by Segment: April-June 2017

Efficiency = # MCs / # Reached

Baseline (Aug 16) vs Current Efficiency by Segment

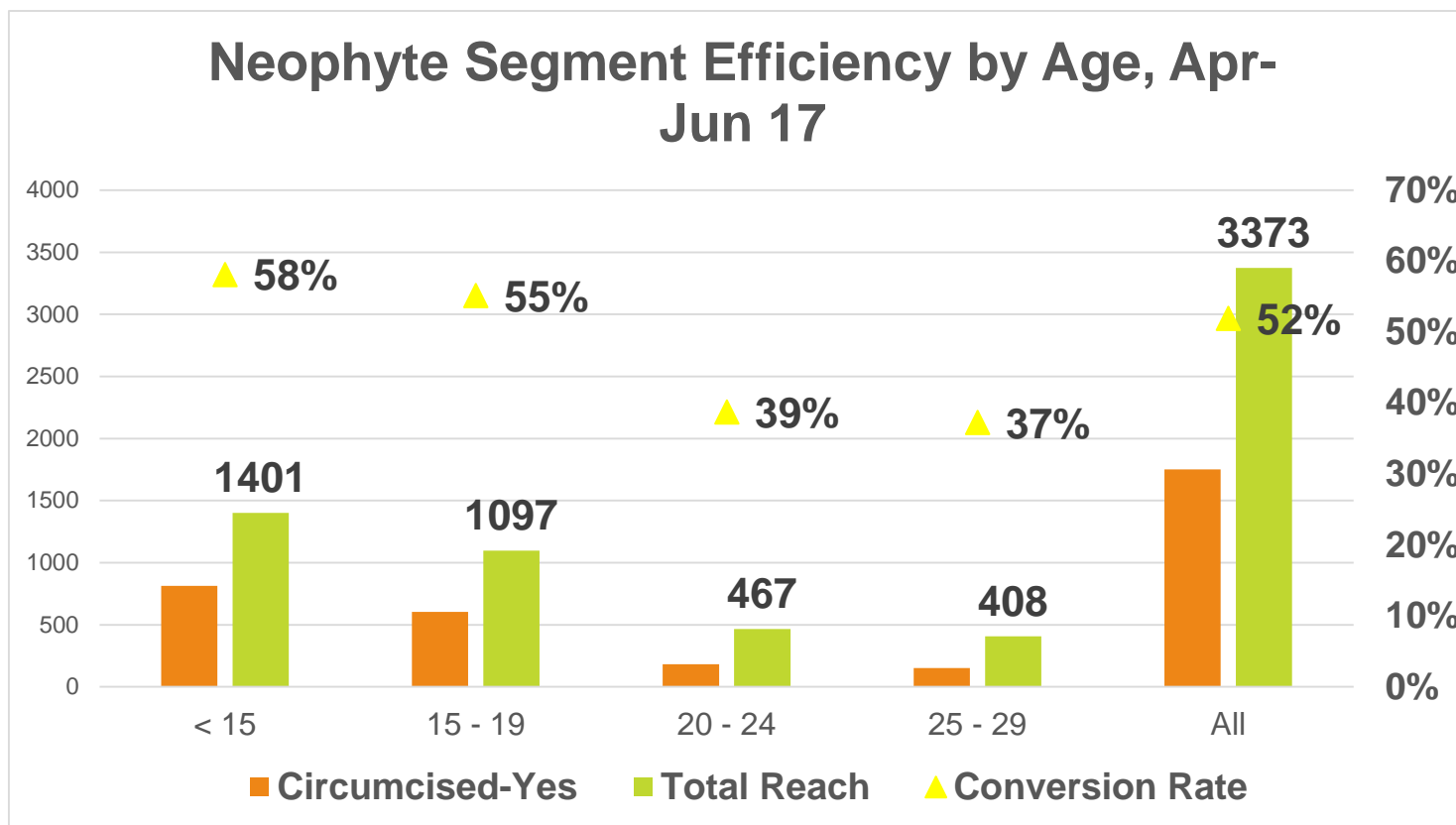


IPC Efficiency by Segment



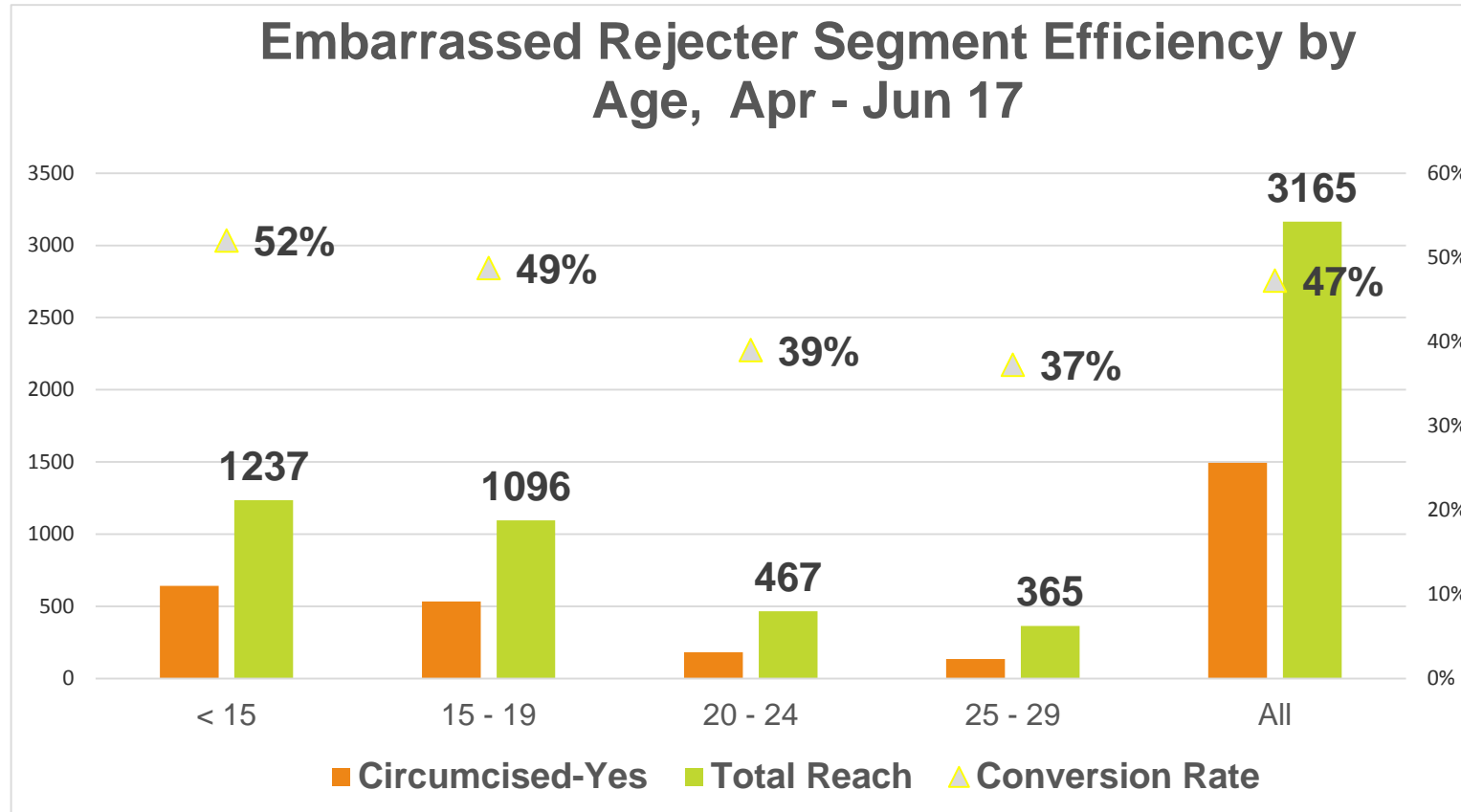
Efficiency baseline 25% (August 16)

IPC Efficiency by Segment



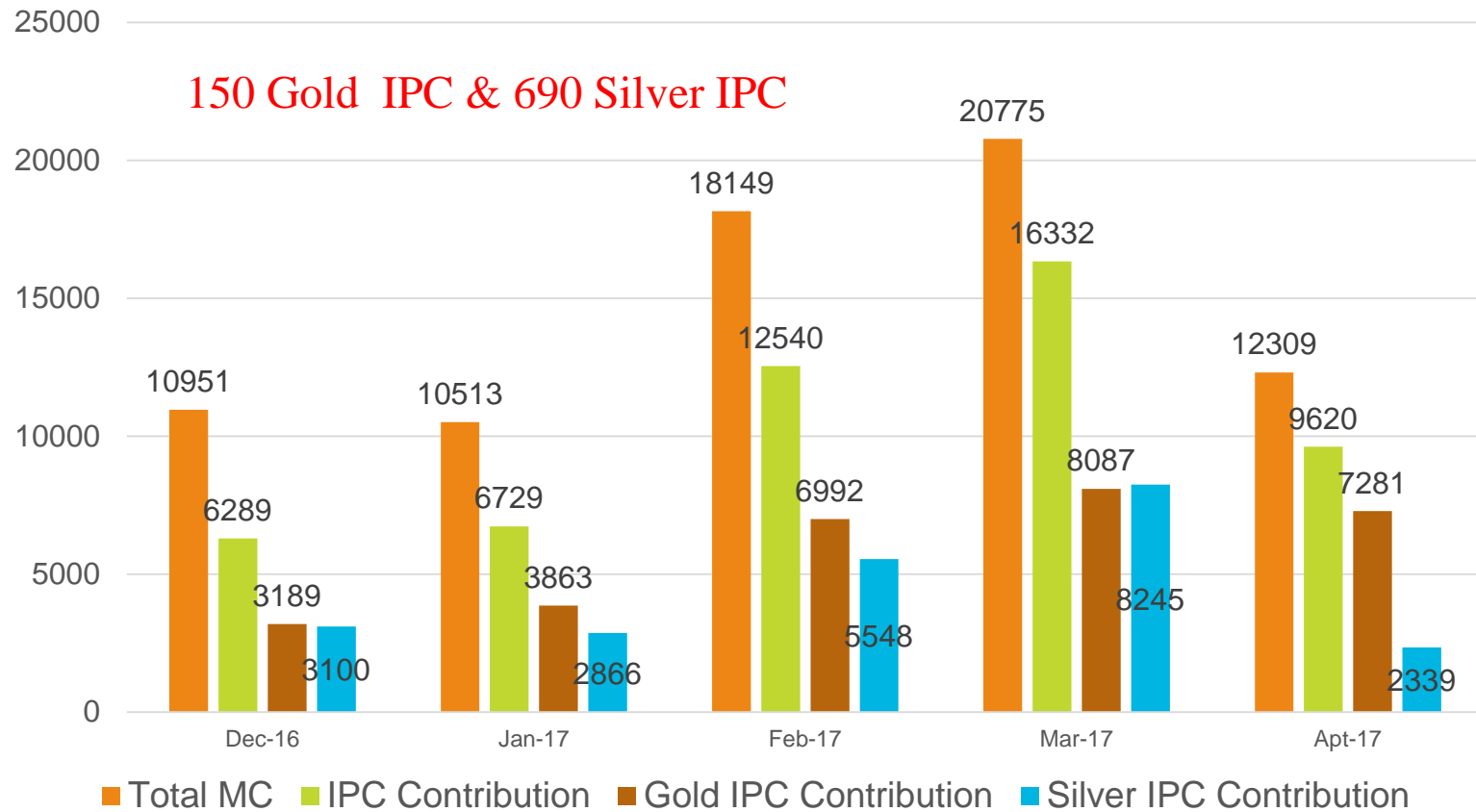
Efficiency baseline 24% (August 16)

IPC Efficiency by Segment



Efficiency baseline 25% (August 16)

Performance of IPC Agents (Dec 16 – Apr 17)



Lessons Learnt in Zimbabwe

- Active participation of mobilisers and clients in the development process
- Rapid idea creation, prototyping, and iterative nature of concepts
- Coaching and mentoring of mobilisers for sustainability of outputs
- Segmentation, priority messaging and honest communication improving efficiency

Next Steps

- Conduct a randomised control trial to generate evidence of the approaches effectiveness
- Strengthen mentoring and coaching of mobilisers to implement innovations
- Increase the Gold IPC agents
- Scale up innovations to all districts
- Finalise tools based on lessons

Acknowledgements

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 - Isheanesu Nyamukapa
 - Beth Skorochood

“Be so good they can't ignore you”

KALYF KEMA BOSS

Be Smart. Get circumcised today.

Get circumcised and live the boss life! WhatsApp: 0772 516 236 | Call Free: 08 080 077 | Twitter: @kalyfemaboss #KALYF | FB: #kalyfemaboss

Voluntary medical male circumcision is available in all towns, districts and most mission hospitals.

USAID UKaid ZAZIK psi