



THE AURUM
INSTITUTE

THE MOVING IMBIZO

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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 Moving Imbizo



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 ?**



SOUTH AFRICANS AND AMERICANS
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