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Communicating About VMMC Devices

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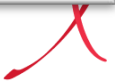
November 14, 2013





New opportunity for success

- **Inject** new energy into VMMC scale-up
- **Overcome** some key barriers to VMMC
- **Empower** clients as decision-makers
- **Respect** for the “ask”



The challenge of choice

- **Meeting demand** just got more difficult
 - **Differentiating** between methods complicates messaging
 - **Simplifying without distorting** becomes our mandate



VMMC Communication Considerations

When promoting VMMC in the context of available devices, we must consider..



RATIONALE

Why is this important?
Understand values.

EMPHASIS

Balance of benefits +
method

AUDIENCE

Targeted approach

SOURCE

“Go-to” champions of
VMMC / devices at all levels

TIMING

Points of optimal
attention, receptivity

COORDINATION

Consistent messages
Supply-demand balance





Building the case

- What we've done:
 - Articulated the needs met by devices
 - Documented clinical integrity
 - Identified groups/populations affected by device availability
 - Assessed local implementation considerations (pilots underway)
- What we still need to explore:
 - How target populations will **respond**;
 - What **motivates** that response; and,
 - How to ensure that response results in **positive** health outcomes

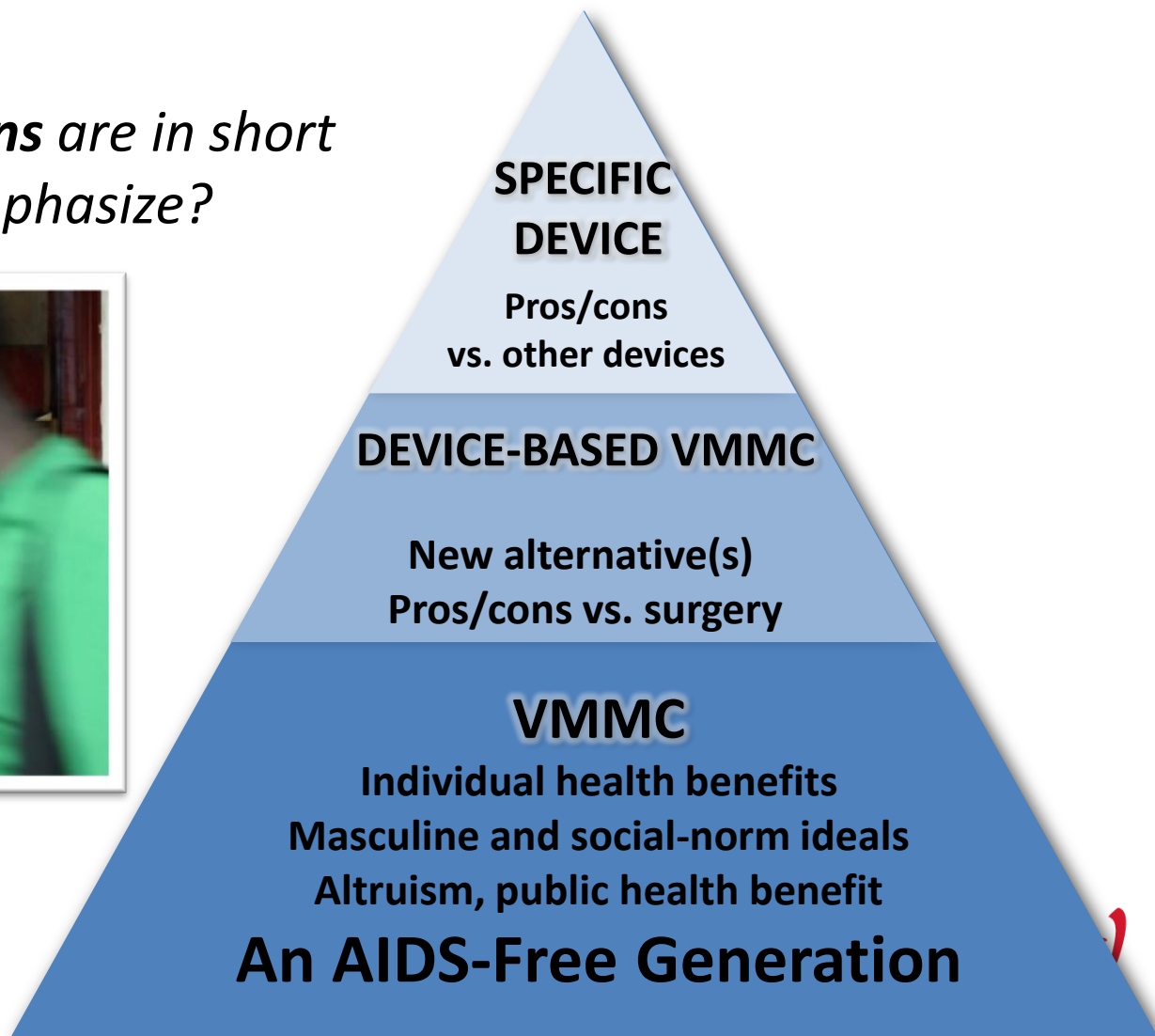
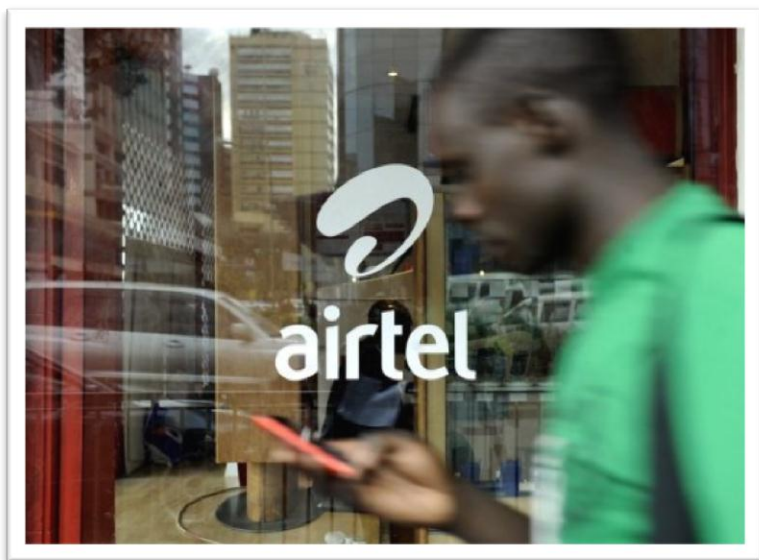




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Telling the story

Time and attention spans are in short supply – what do we emphasize?





Targeted approach

POLICY- AND DECISION-MAKERS

- Efficiency booster
- Cachet
- Age limits
- Necessary back-up

PROVIDERS, PROGRAM MANAGERS

- Easy to learn / easy to use / easy to add
- Public health partners need to know
- Honesty all the way
- Not for everyone, but ideal for some

MEDIA

- Mind the hype
- Devices in perspective
- Trained journalists = more responsible coverage

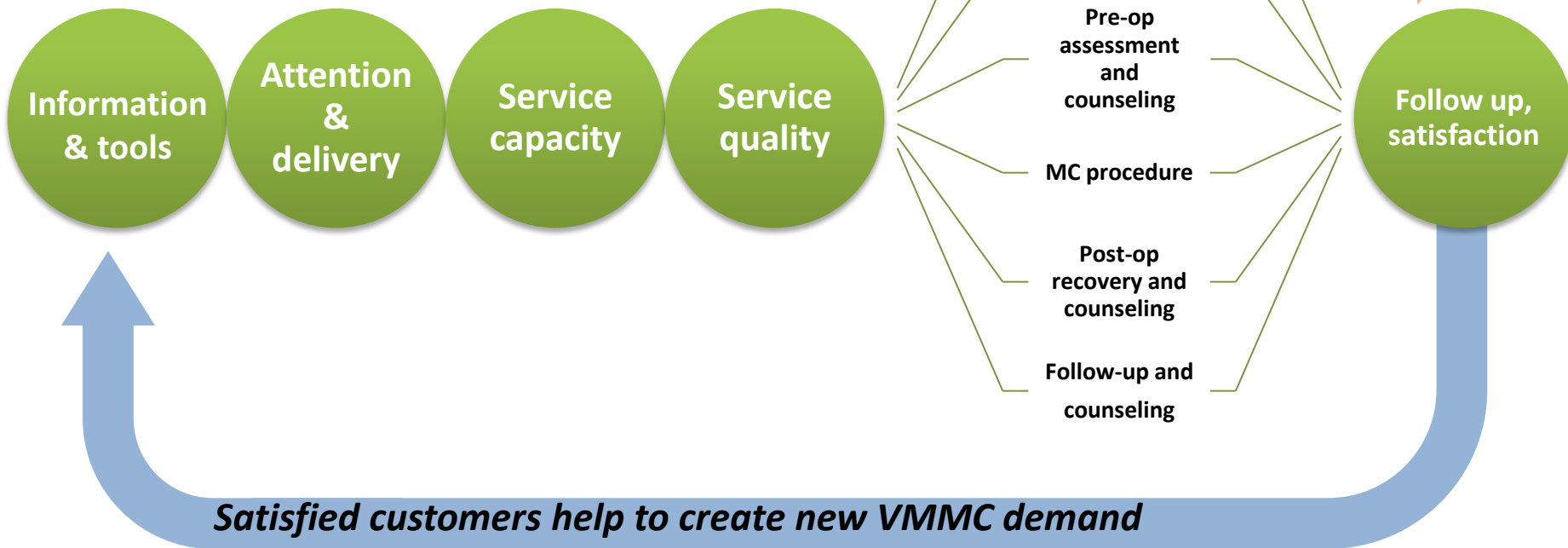
COMMUNITY/INDIVIDUALS

- Correct, consistent information through existing community-level channels
- Offer respect, earn trust
- In absence, risk of (increased) myths and misinformation



VMMC communication cycle

Respect, as shown through excellent professional service drives VMMC demand

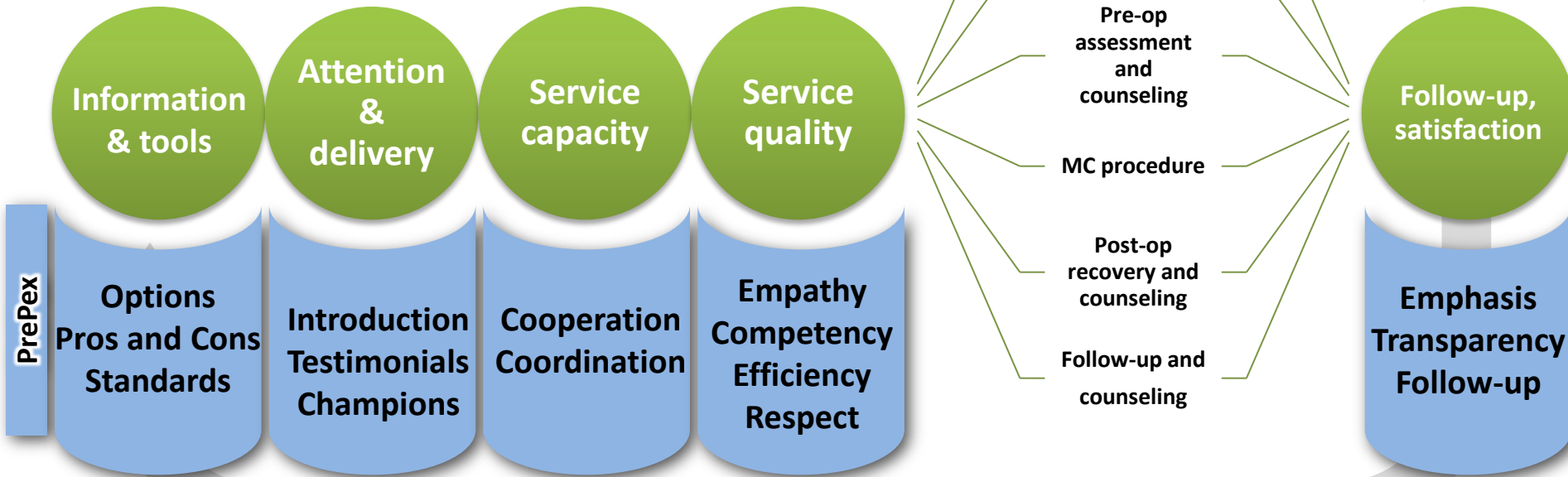




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VMMC communication + 1 device

Respect, as shown through excellent professional service drives VMMC demand



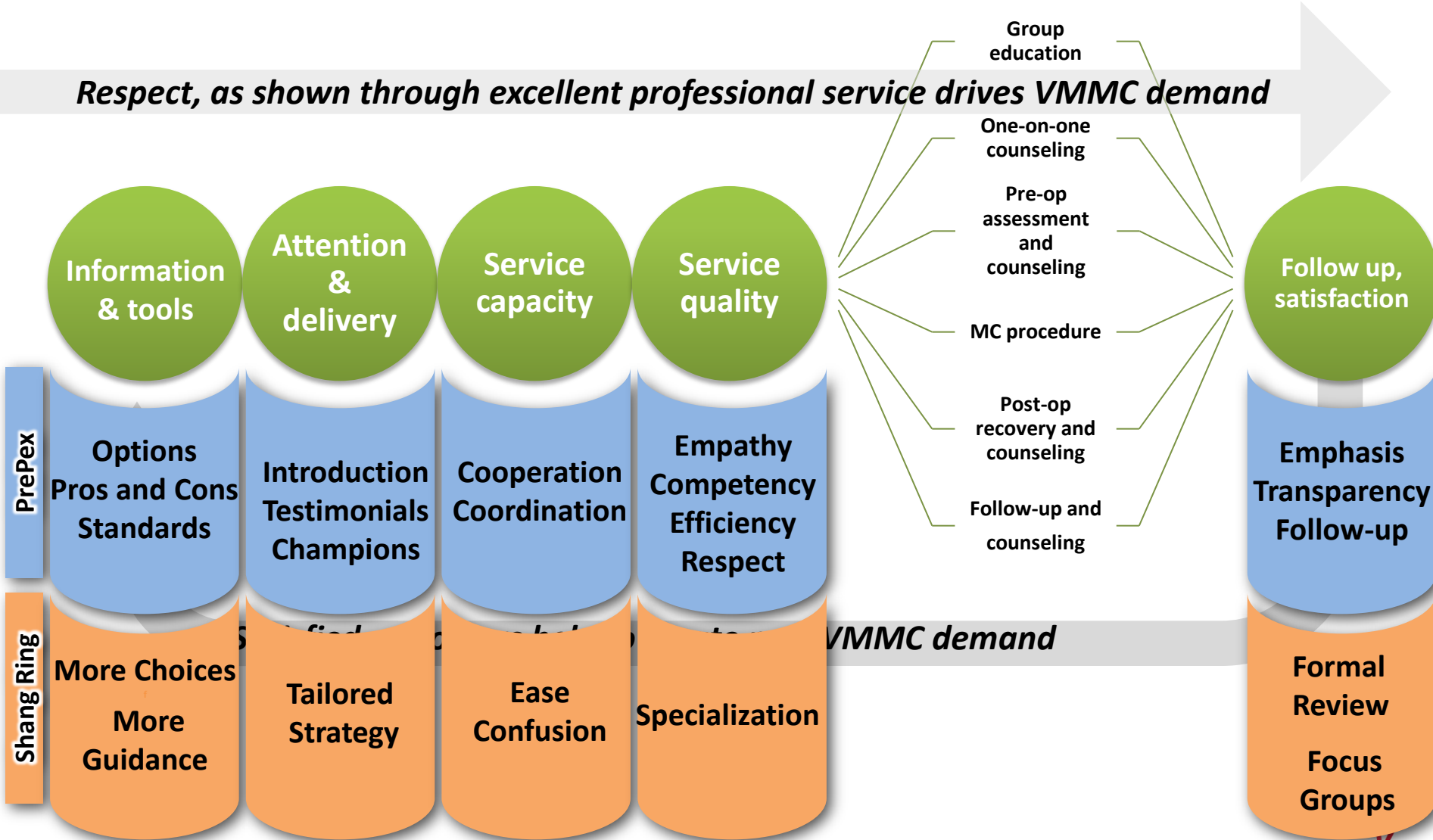
Satisfied customers help to create new VMMC demand





VMMC communication + 2 devices

Respect, as shown through excellent professional service drives VMMC demand



VMMC demand

Follow up, satisfaction

**Emphasis
Transparency
Follow-up**

**Formal Review
Focus Groups**

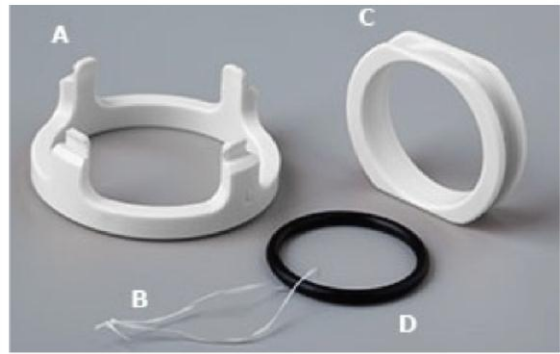
Discussing VMMC options with clients



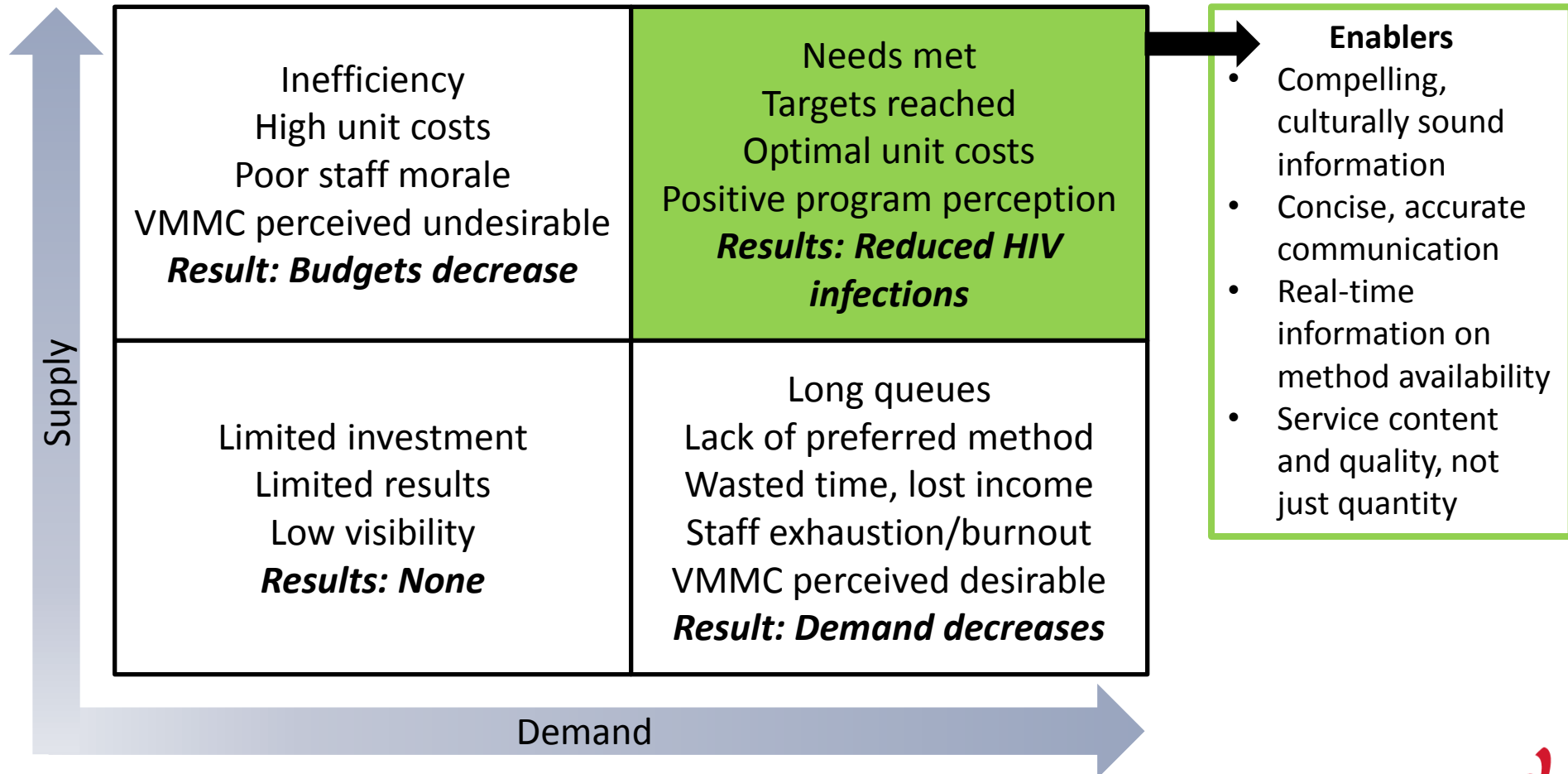
- Local resources may influence the discussion

Key principles:

- VMMC benefits are independent of method
- Counselors should be educated in all options and ***avoid bias***



Supply-demand balance



Sustaining VMMC Demand

- Build, maintain client satisfaction
 - Technical competency includes client interaction skills
 - Anticipate, meet client needs
 - Respect his concerns
 - Thank him
- Happy clients build VMMC demand
 - A “milestone” life event
 - Extremely vulnerable undertaking
 - A responsible choice
 - An opportunity to take pride in achievement





Take home points

- Much of VMMC demand is built through service quality, availability and outcomes; service design and quality cannot be divorced from communication, especially as new devices complicate service availability
- It is our responsibility to provide impartial, balanced information about available circumcision methods
- This is an opportunity to revisit the quality and content of VMMC education and counseling

