



# INCREASING DEMAND FOR VMMC IN MALES 15 AND OLDER



Presented by:

Francisco Zita, Chief of Party, AIDSFree Mozambique  
Maria Tanque, JHCCP Mozambique



# Background



- AIDSFree, in collaboration with the Mozambique MOH, has provided voluntary medical male circumcision (VMMC) services in Tete and Manica provinces since May 2016.
- Rumos is responsible for generating demand for VMMC services and improving interpersonal communication at all AIDSFree VMMC sites.
- Service delivery gaps were identified through:
  - External quality assessment (EQA) findings (September 2015 and September 2016).
  - Demand creation assessment findings (October 2015).
- In response, optimized service delivery by matching demand and supply to meet the targets while maintaining quality (site optimization).
- Collaboration was extended to include USAID's Global Health Supply Chain Program-Procurement and Supply Management Project and the USAID Mission.



# Gaps Identified in 2015 Assessments

## Demand creation

- Low demand was observed at most sites.
- The majority of clients accessing VMCC were 10–14 years old.
- Mobilizers were under-performing.
- VMCC sites were under-utilized.



# Where we Recruit VMMC Clients

- Secondary schools
- Universities and professional schools
- Formal and informal markets
- Churches
- Workplaces
- Large social gatherings
- Prisons
- Bus stops
- Door to door (homes)



# Approaches to Increase VMMC

- Provide supervision and support to community mobilizers.
- Train mobilizers in effective interpersonal communication (IPC).
- Assign mobilizers according to their educational and skill levels as appropriate to schools, communities, companies, universities.
- Meet clients' transportation needs.
- Allow clients to enter through the VMMC unit side door, which is not visible to the public.
- Include mobilizers' contact number on invitations so that clients can ask follow-up questions and book appointments in a more private way.



# Approaches to Increase VMMC, cont...

- Screen testimonial video via tablet during mobilization meetings.
- Sponsor radio panel discussions with testimonials video sharing their experience.
- Use mobilizers' WhatsApp group to check the reach of the priority age group daily and reinforce guidance.
- Train all providers on in-service communication/counseling to ensure they convey accurate messages in each stage of the VMMC continuum.
- Monitor performance and share information, such as daily data on VMMCs provided by age group, and ways to improve performance and overcome challenges.



# Coordinating VMMC Demand and Supply



Photo: Rumos



Photo: Rumos



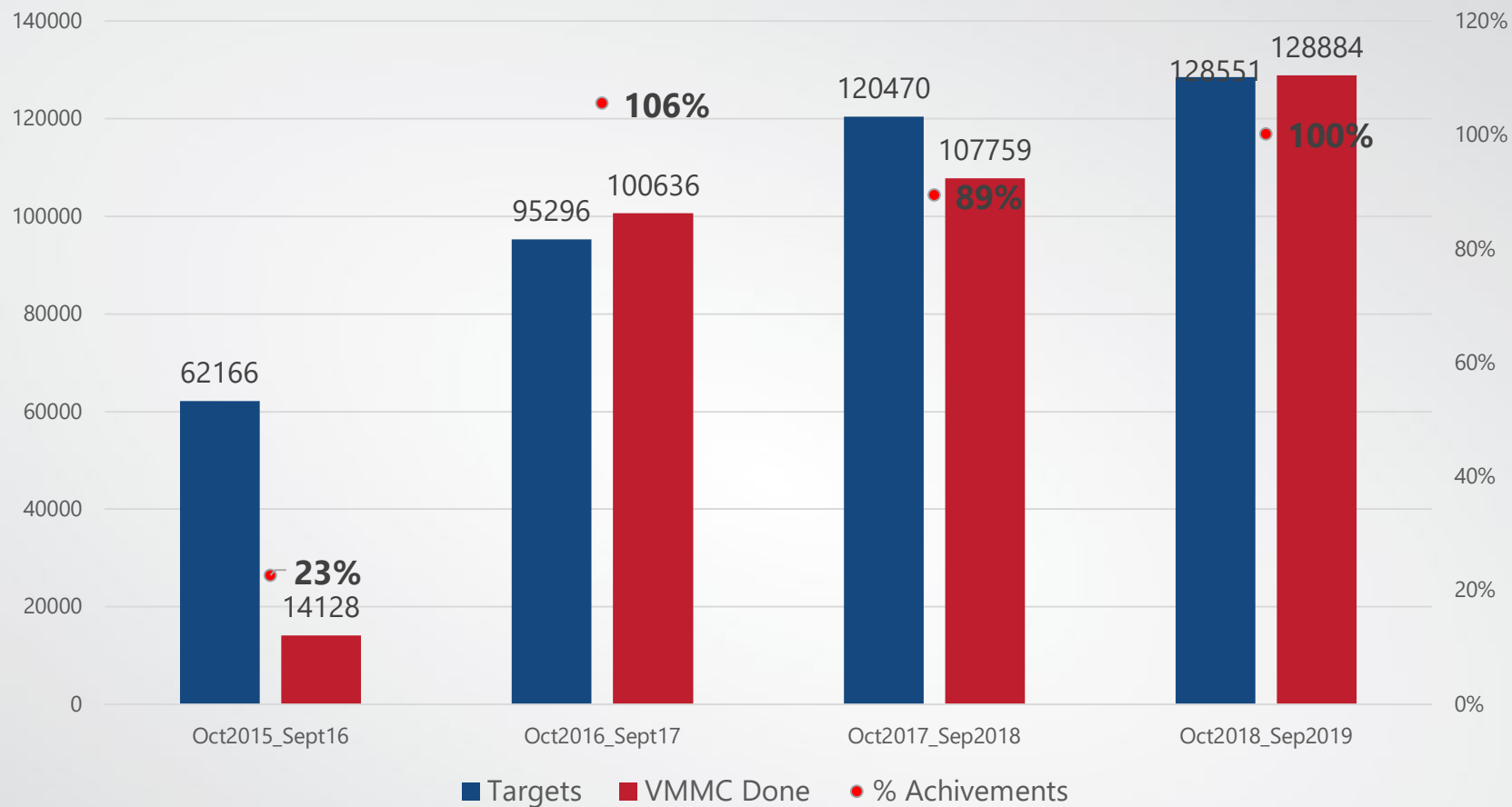
# Strengthening Coordination between Rumos and AIDSFree to Balance Demand & Supply

- Plan according to COP targets and districts allocated, and share approaches for implementation.
- Involve team members from health units, provincial units and central level from Rumos and AIDSFree in strategic planning.
- Use site optimization tool to plan placement of personnel ( for both service delivery and demand creation) and plan for opening outreach sites.
- Same planning was conducted for scheduled outreaches to complement achievement at static sites.

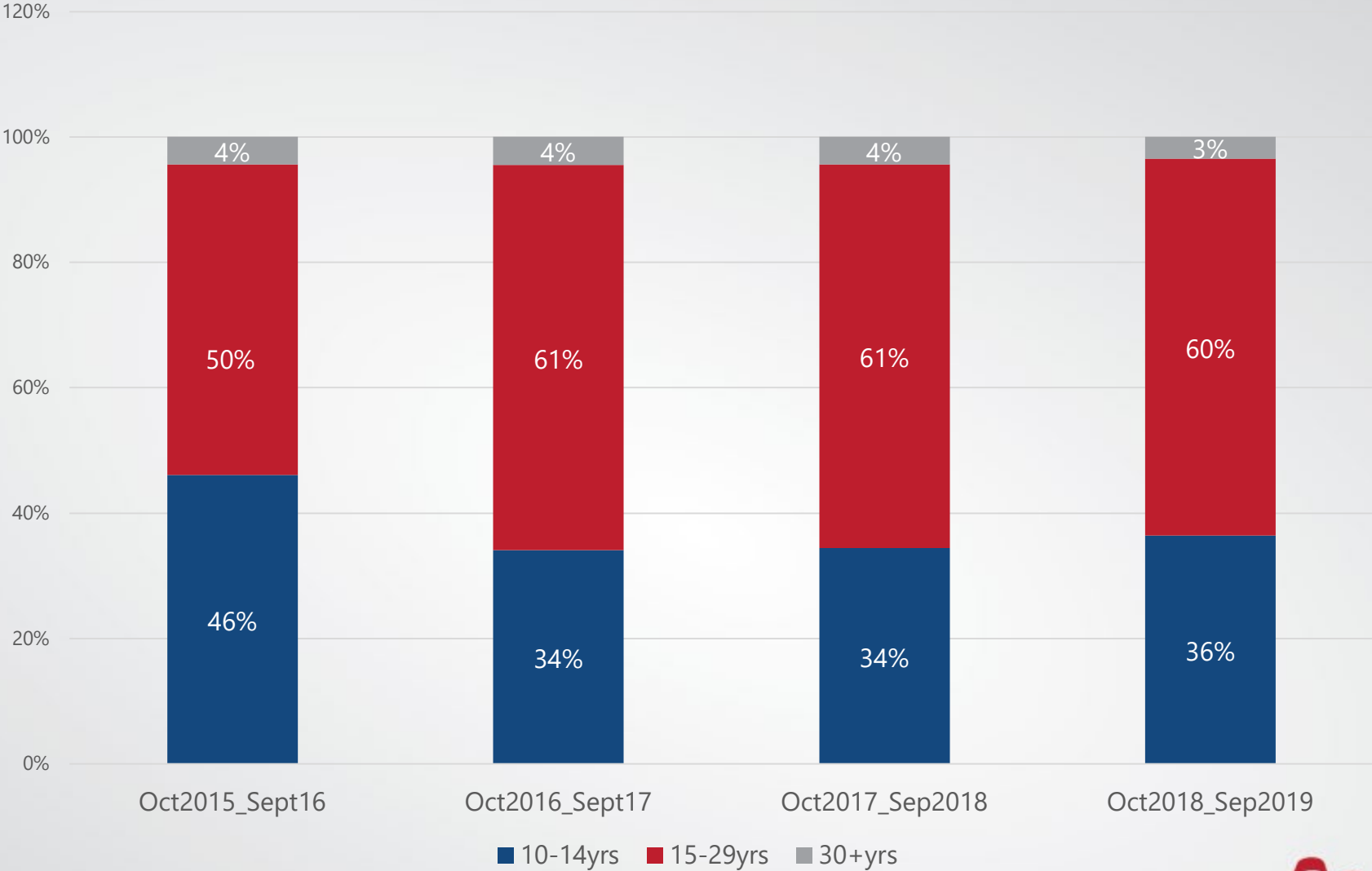




## Mozambique Number of Circumcision by Years vs Targets, Results and Percentage of Achievements

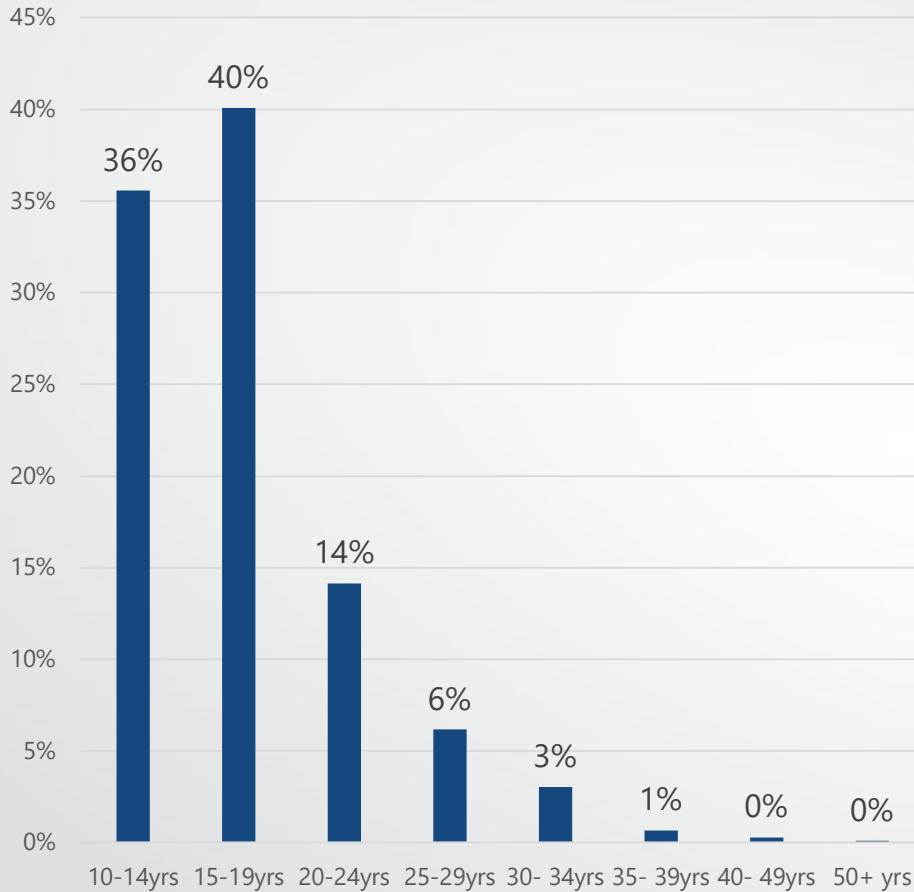


# Proportion of Annual Achievements by Priority Age Bands

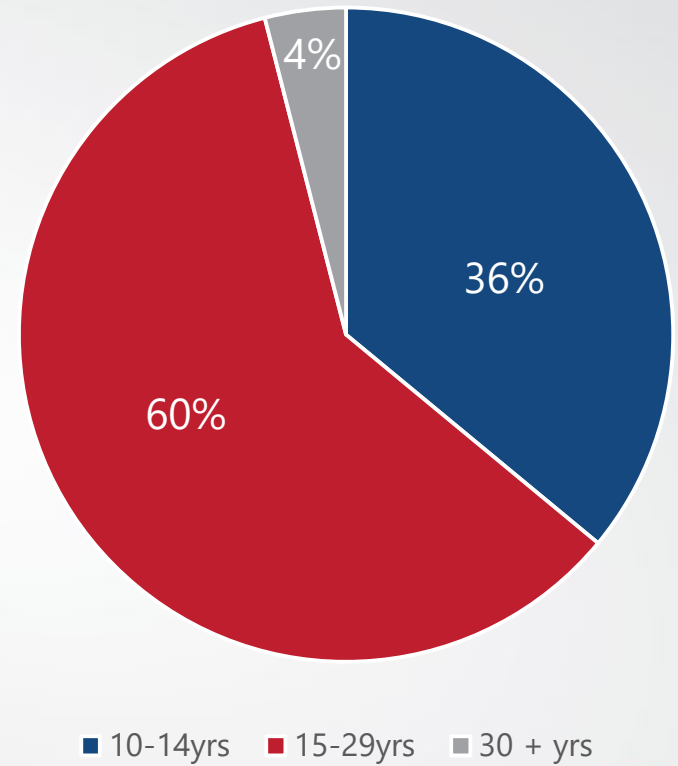


# VMMC by Age Group

## % of VMMCs done by Age Group



## % of Achievements by Age Priority



# Lessons

## Strengthen mobilization

- Provide mobilizers with strong training, supervision, support, and motivation.
- Adjust demand-creation strategy based on outcome of weekly meetings.

## Use data for decision-making

- Analyze data from SCPA tool—allows site managers to set, adjust, and track daily targets in real time.

## Deliver client-centered services

- Provide evening and weekend services that attract older men.
- Build staff capacity to communicate with males 15 years and older.

## Assess project performance daily

- Post number of procedures in each circumcision unit, (fixed and temporary) by age group.
- Post performance by age group of each mobilizer through provincial WhatsApp groups.
- Follow reach of the priority age group shared with each mobilizer to motivate them to prioritize men over 15 years of age.



# OBRIGADA/THANK YOU



USAID's Global Health  
Supply Chain Program-  
Procurement and  
Supply Management  
Project

