

Making VMMC Services Attractive to Adult Men: The Tanzania Experience

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RISE Tanzania VMMC Activity





Background

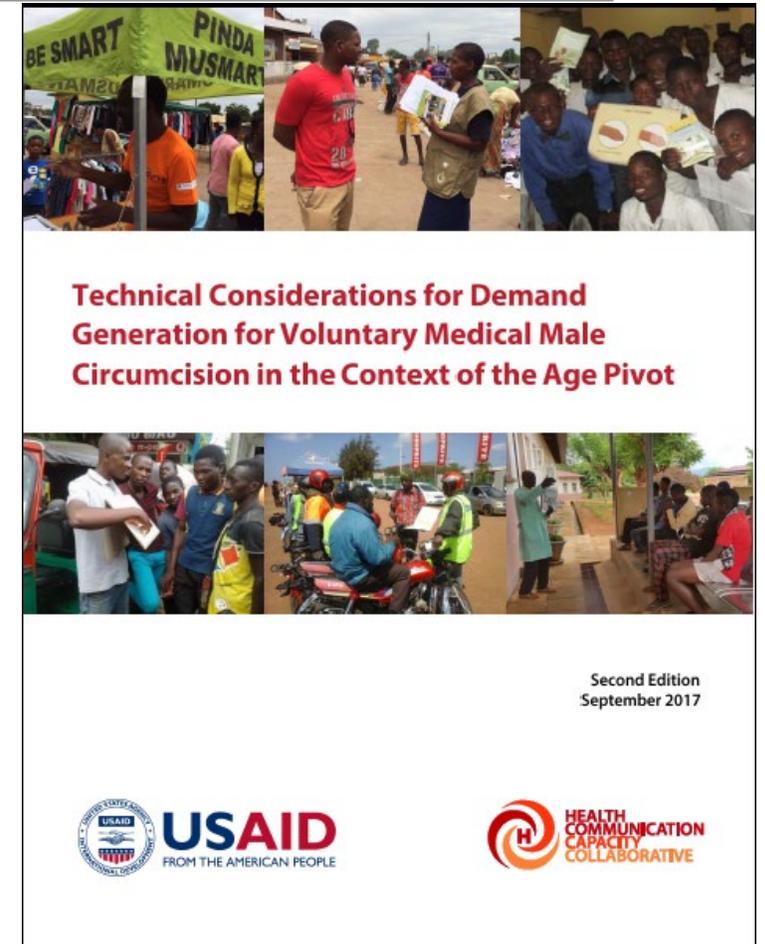
Jhpiego has implemented VMMC activities

- Since 2009
- In 5 regions
- Through 4 mechanism:
 - ✓ Maternal Child Health Integrated Program (MCHIP)
 - ✓ Accelovate
 - ✓ Strengthening High Impact Interventions for an AIDS-free Generation (AIDSFree)
 - ✓ Reaching Impact, Saturation and Epidemic Control (RISE)
- Serving more than 1m clients

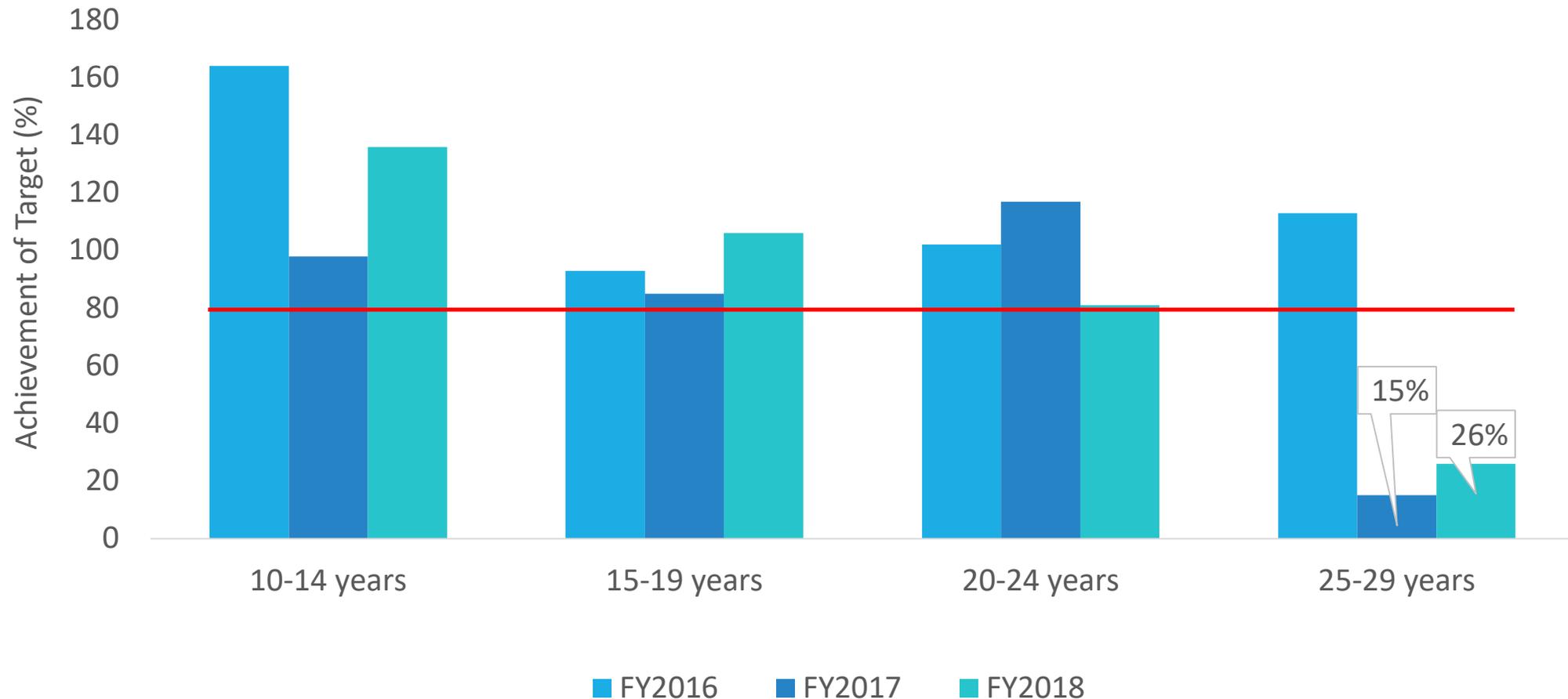


Critical Age Group for Epidemic Control Lagging Behind in Tanzania

- PEPFAR COP16/FY2017 technical considerations for VMMC highlighted importance of “the age pivot” (ages 15 to 29 years).
- AIDSFree achieved 84% of overall FY2017 target, but use among men 25–29 years was 15% of target.
- **Collectively, the Tanzania VMMC program achieved only 41% of FY2017 target of men 25–29 years (PEPFAR updates, 2018).**
- AIDSFree began to explore strategies drawing on variety of resources, including two motivational incentives studies targeting adult men in Tanzania.



How Did AIDSFree Perform in the Past?



Strategy for Achieving Epidemic Control among Adult Men - VMMC

Tailor VMMC sites for men aged 25-29 years:

- Weekend and extended “moonlight” services,
- Tailoring services: improve privacy, more static sites, increased use of male providers

Encourage men through their partners:

- Campaigns targeting female partners
- ANC and DREAMS locations



Source: COP18 Tanzania Stakeholders' Planning Meeting Slides



Approach

Targeted Approach to Reach Adult Men

- Identified facility-level barriers reported by men who want to use VMMC services but have not because of:
 - Lack of dedicated services
 - Inconvenient service times
 - Lack of privacy
 - Service by female providers
- Created feasible and cost-efficient modifications to service delivery at routine facilities.
- Used a “VIP” card to give clients options to tailor services to their personal needs.



Using “VIP” Cards Confers Status and Autonomy

Text the word **“tohara”** to the number **15017** or **call the number 117** for more information on VMMC and counseling. This service is available **free of charge** 24 hours wherever you are.

Be bold, show an example, influence your friends!



This card was designed by:
Ministry of Health, Community Development, Gender, Elderly and Children
National AIDS Control Program (NACP)
P.O. Box 743, Dodoma
Phone: +255-22-2131213
Email: info@nacp.go.tz
Website: www.nacp.go.tz

Client Number:

This card is made possible by the generous support of the American people with support from the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR) with the U.S. Agency for International Development (USAID). The contents are the responsibility of AIDSFree and do not necessarily reflect the views of USAID, PEPFAR, or the U.S. Government

VERY IMPORTANT PERSON
USE VMMC SERVICES

YOU ARE INVITED TO USE VMMC SERVICES DEDICATED TO YOU

THIS SERVICE IS FREE OF CHARGE

VIP Cards Give Client Options

VIP-000-001-VMMC 

Are you a man aged 25 years and above?

We invite you to use **improved VMMC services** for HIV prevention referred to as “VIP” because you are a **very important person**. Below are 10 “VIP” options. Select the options you would like to use in order to enjoy VMMC services (Mark by)

- Be assigned a community health worker to assist you
- Be able to select your preferred health facility
- Be able to make an appointment on a preferred day
- Be able to arrange a preferred time to use services
- Be escorted by a community health worker
- Be fast-tracked to use services without having to queue
- Be attended at the health facility in great privacy
- Be able to select gender of provider (male or female)
- Be able to provide feedback on how you were attended
- Be able to receive follow up visits after using services

Why are you a “VIP” – a very important person?

Men of your age who are not circumcised are at **greater risk** of getting infected with HIV. If you get circumcised you reduce your risk of getting infected with HIV by 60%. When you get circumcised, you also reduce the risk of infecting your partner with the virus that can cause cervical cancer.

What should you do to use “VIP” services?

Talk to a community health worker in your community to arrange an opportunity to use “VIP” services in your area. The community health worker will contact you if you call or text him/her on the number below (normal charges apply).



Card No.: VIP-000-001-VMMC





Be bold, show an example, influence your friends!



Be bold, show an example, influence your friends!

VIP Timeline



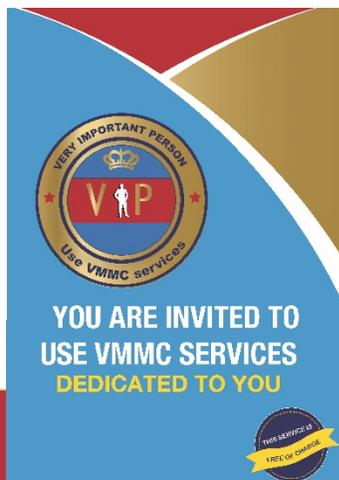
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Pre-test

Scale up

How VCAs Create Demand for VIP Services

- Use local knowledge to target interpersonal communication contacts of potential beneficiaries.
- Walk potential beneficiaries through the VIP card and options.
- Guide beneficiaries' through decision-making process.
- Provide direct support and linkage to health care providers.
- Promote clients' satisfaction among peer networks via word-of-mouth.

AIDSFREE TANZANIA VMMC PROJECT STANDARD OPERATING PROCEDURES (SOPS) FOR IMPLEMENTING SPECIAL ("VIP") SERVICES TO REACH MEN AGES 25-29 YEARS, VERSION 2.0

1. Background

Scientific evidence indicates male circumcision significantly reduces the risk of men contracting HIV. According to the 2016-2017 Tanzania HIV Impact Survey, the national HIV prevalence in Tanzania is 5% in adults ages 15-64 years (6.5% among women and 3.5% among men). Men ages 25-29 years have almost 4 times higher rates of HIV than younger men ages 15-24 years (2.3% versus 0.6%). The U.S. President's Emergency Plan for AIDS Relief (PEPFAR) supports voluntary medical male circumcision (VMMC) for HIV prevention in Tanzania targeting adolescents and adults ages 10-29 years. PEPFAR program data for FY2017 (October 2016-September 2017) shows that Tanzania achieved its national VMMC targets for all target ages except 25-29 years where only 41% of target was achieved.

This age group has been reported to have unique challenges in making decisions to use VMMC services including worrying about the period of abstinence during wound healing, embarrassment about seeking services due to age, preference to be attended by male providers while routine facilities have more female providers, and concern for privacy during regular operating hours.

2. VIP Services Initiative

Jhpiego/Mradi wa Tohara – Rejista ya Rufaa Maalumu kwa Huduma ya VIP

Jina la mtekelezaji _____ Namba ya simu _____ Taasisi husika _____
Mwezi wa ripoti _____ Lengo la mwezi _____ Wilaya/Mkoa _____ Jina la kiongozi _____

Tarhe ya rufaa	Jina la mteja	Umri	Simu ya mteja au mdhamini (Andika alama "X" baada ya namba iwapo ni ya mdhamini)	Namba ya kadi ya rufaa	Chaguzi za huduma (Andika 1-10 kuakisii chaguzi zote alizofanya mteja kwenye kadi yake)	Kituo cha rufaa	Ni kituo cha nyumbani? N/H	Mteja ametahirwa? N/H	Mrejesho kuhusu huduma (Andika alama aliyotoa mteja ikiwa ni kipimo cha kuridhika kwake) Fumuo: 1=Mbaya sana; 2=Mbaya; 3=Kawaida; 4=Nzuri; 5=Nzuri sana.	Kipimo cha mteja	Maoni ya mtekelezaji
-	Jumla (wastani wa umri wa wataja)		-	-	-	Jumla (wastani wa alama ya kuridhika na huduma)	-	-			

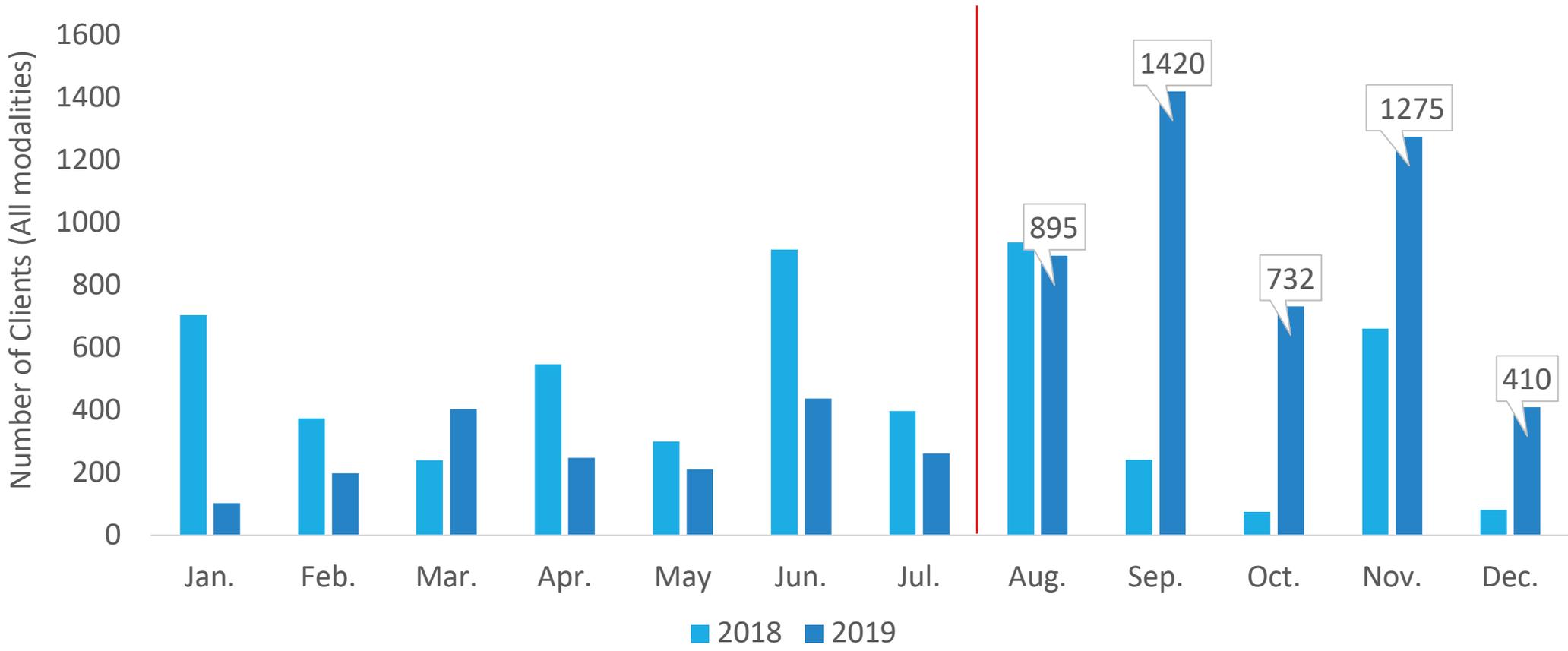
Level of Support Required for Each VIP Option

	VCA	HCP	BOTH
1. Be assigned a community health worker to assist you	x		
2. Be able to select your preferred health facility			x
3. Be able to make an appointment on a preferred day			x
4. Be able to arrange a preferred time to use services			x
5. Be escorted to the health facility by a community health worker	x		
6. Be fast-tracked to use services without having to queue		x	
7. Be attended at the health facility in great privacy		x	
8. Be able to select preferred providers (male or female)			x
9. Be able to provide feedback on how you were attended	x		
10. Be able to receive other services after male circumcision		x	



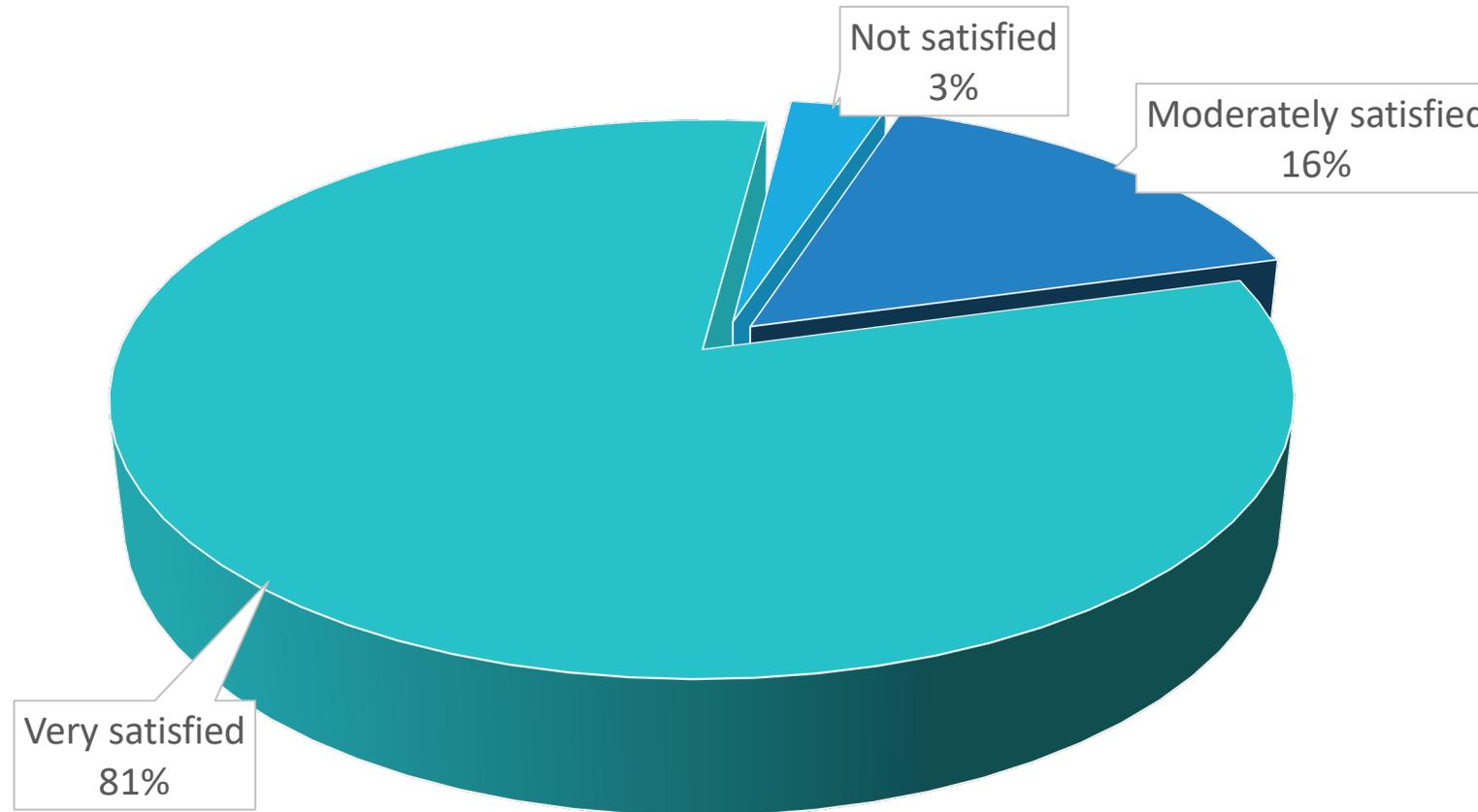
Results

Introduction of VIP Services Improved VMMC Use among 25–29-year-olds



Client Satisfaction with VIP Services

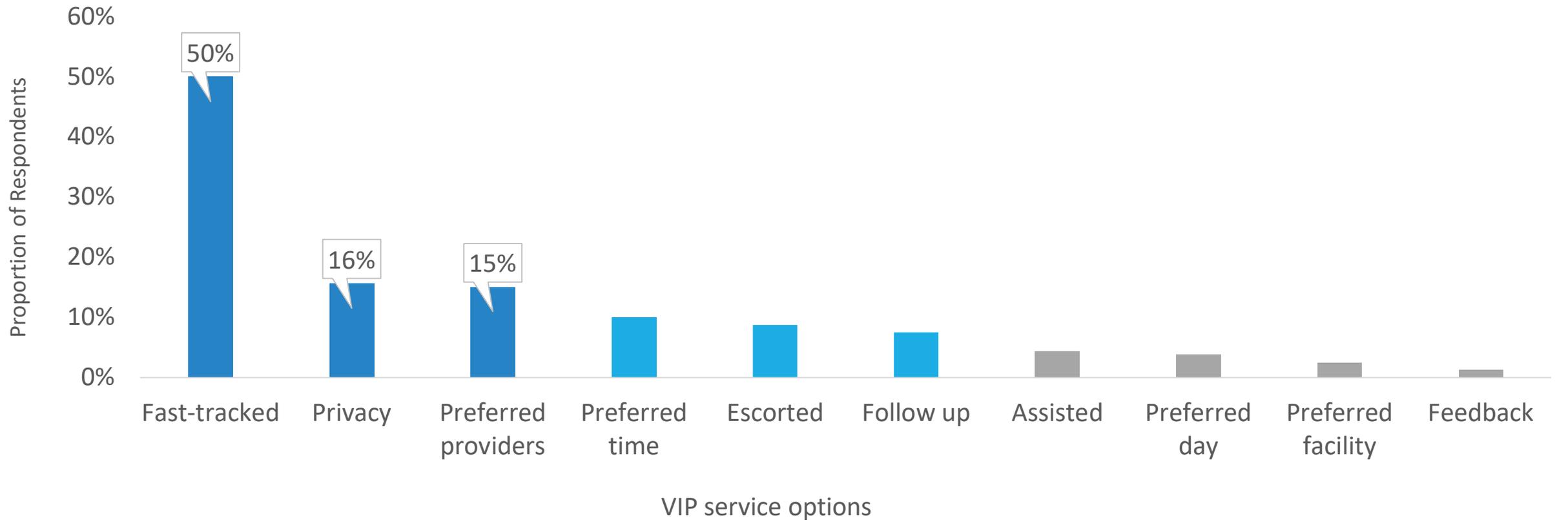
97% of adult respondents interviewed in September 2019 reported satisfaction with VIP services.



Respondents, n=160

Service Options are not Equally Important

81% of VIP respondents reported three service options most influenced them to use VMMC services.



Respondents, n=160

What We are Learning from Clients

- VIP card options and its use in making decision builds trust that must be matched by respectful services.
- Privacy and manner of service were the two areas respondents liked most, and what they wanted improved. Underscores its value for adult clients.
- Being fast-tracked appeared to minimize concern about using services during regular hours and in a high-volume setting.
- How the provider treats a client was often more important provider-selection criteria than the provider's sex.
- VIP services attracted hard-to-reach adult men including nomadic pastoralists, itinerant traders, and farm/estate workers.

Asanteni!

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