

Targeting VMMC services to Men aged 20+ Years

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jhpiego.org

Johns Hopkins University Affiliate

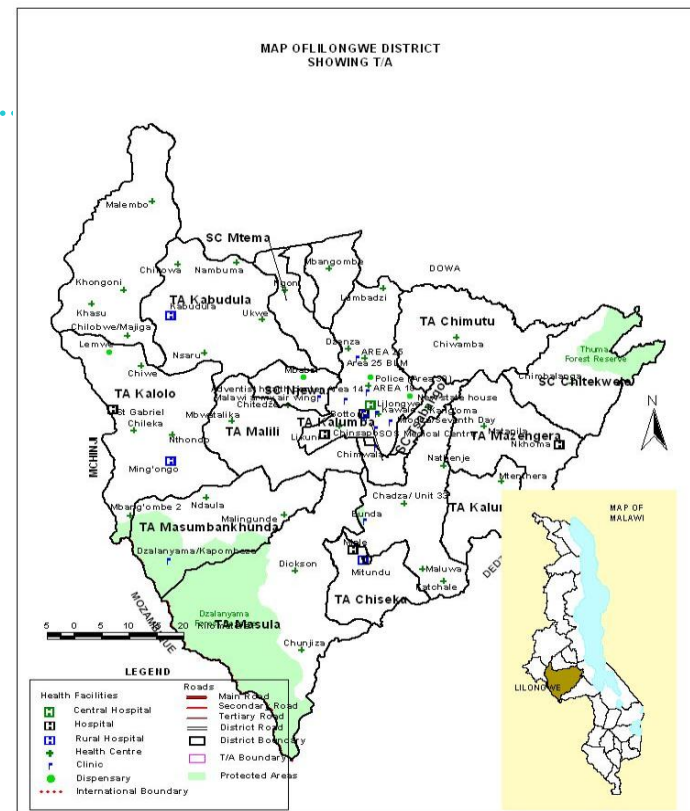


Outline

- Background Project IQ Malawi
- Service delivery models
- Pivot age trends and attainment
- Demand creation and community mobilization
- VIP services/work place mobilization
- Next steps

Background

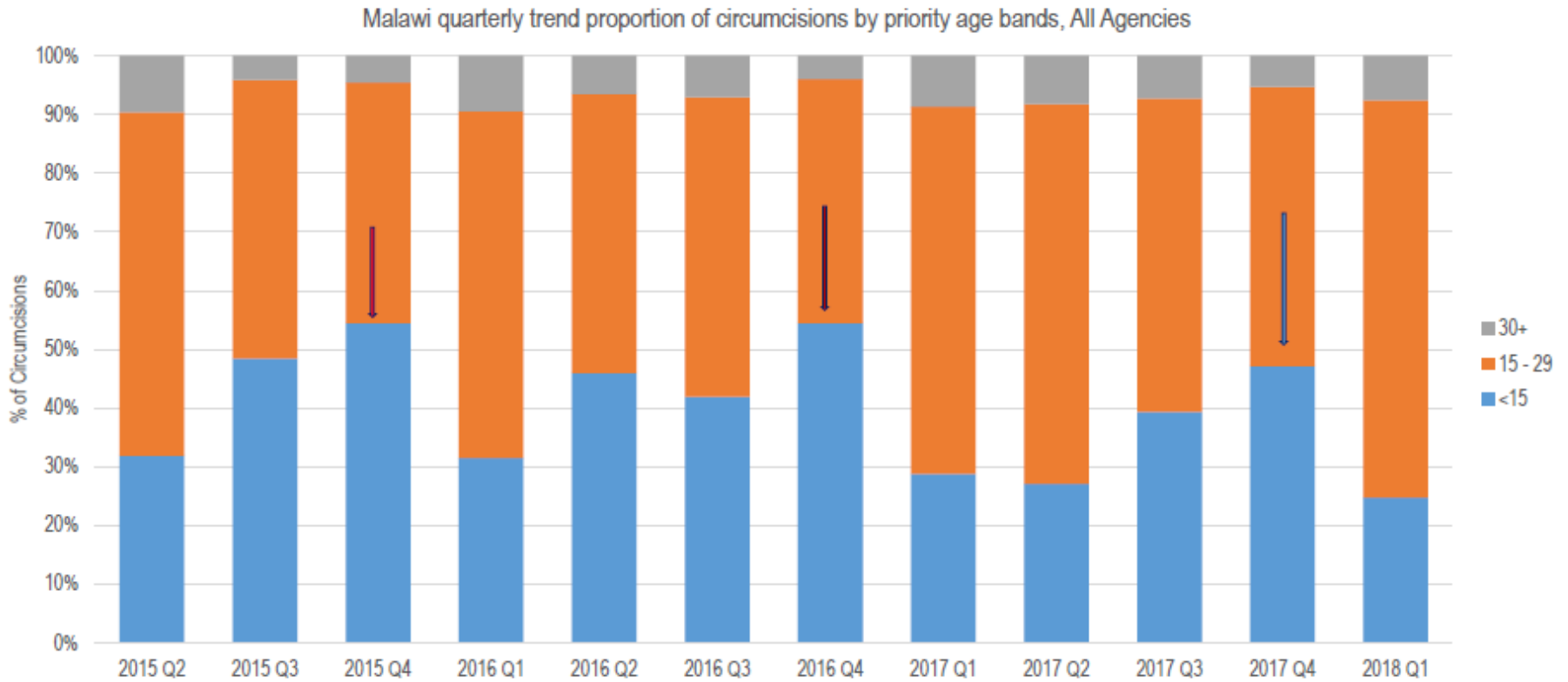
- Started 1st April 2016
- Funding: CDC/PEPFAR
- Location: Lilongwe district
- Project covers both urban and rural regions of the district
- No of static sites: 30 (27 MOH, 3 faith-based health facilities)
- Service delivery dedicated teams: 13, support intensive/universal coverage of district
- 60,742 men and adolescent males reached with quality services by end of May 2018



Service delivery models

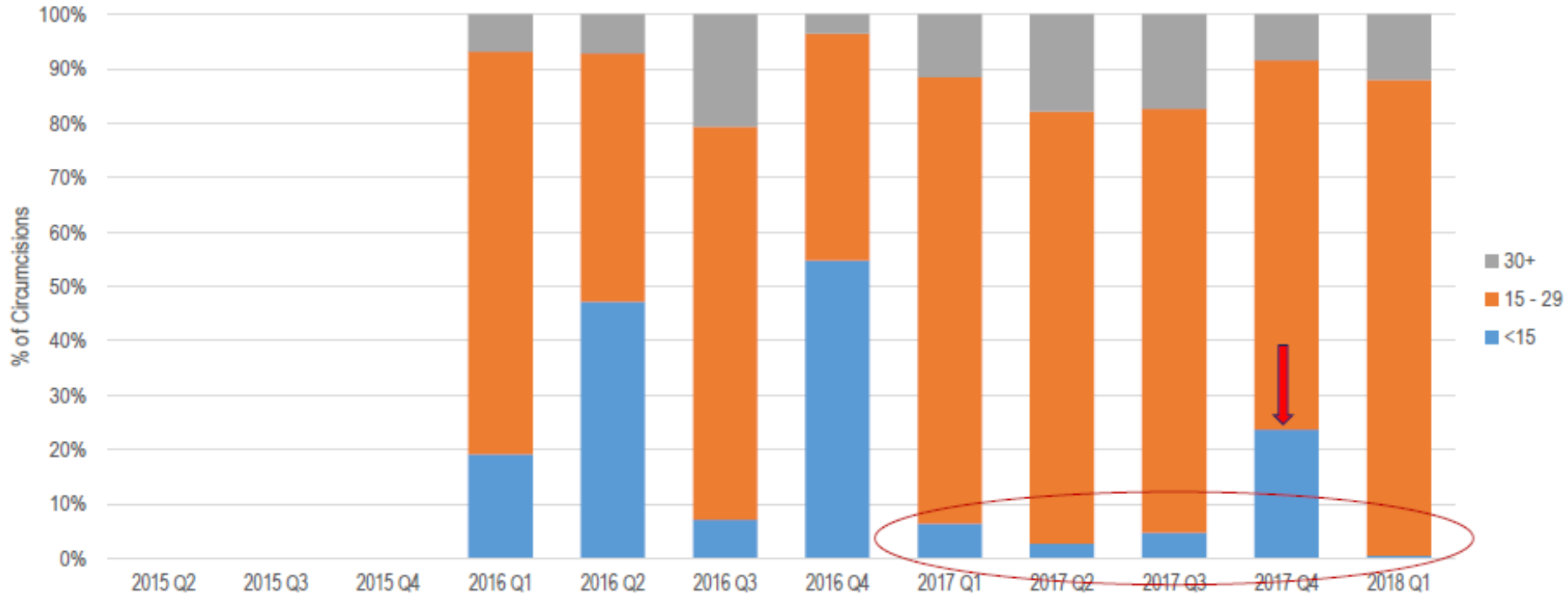
- Routine services
- Outreach
- Mobile
- Campaigns





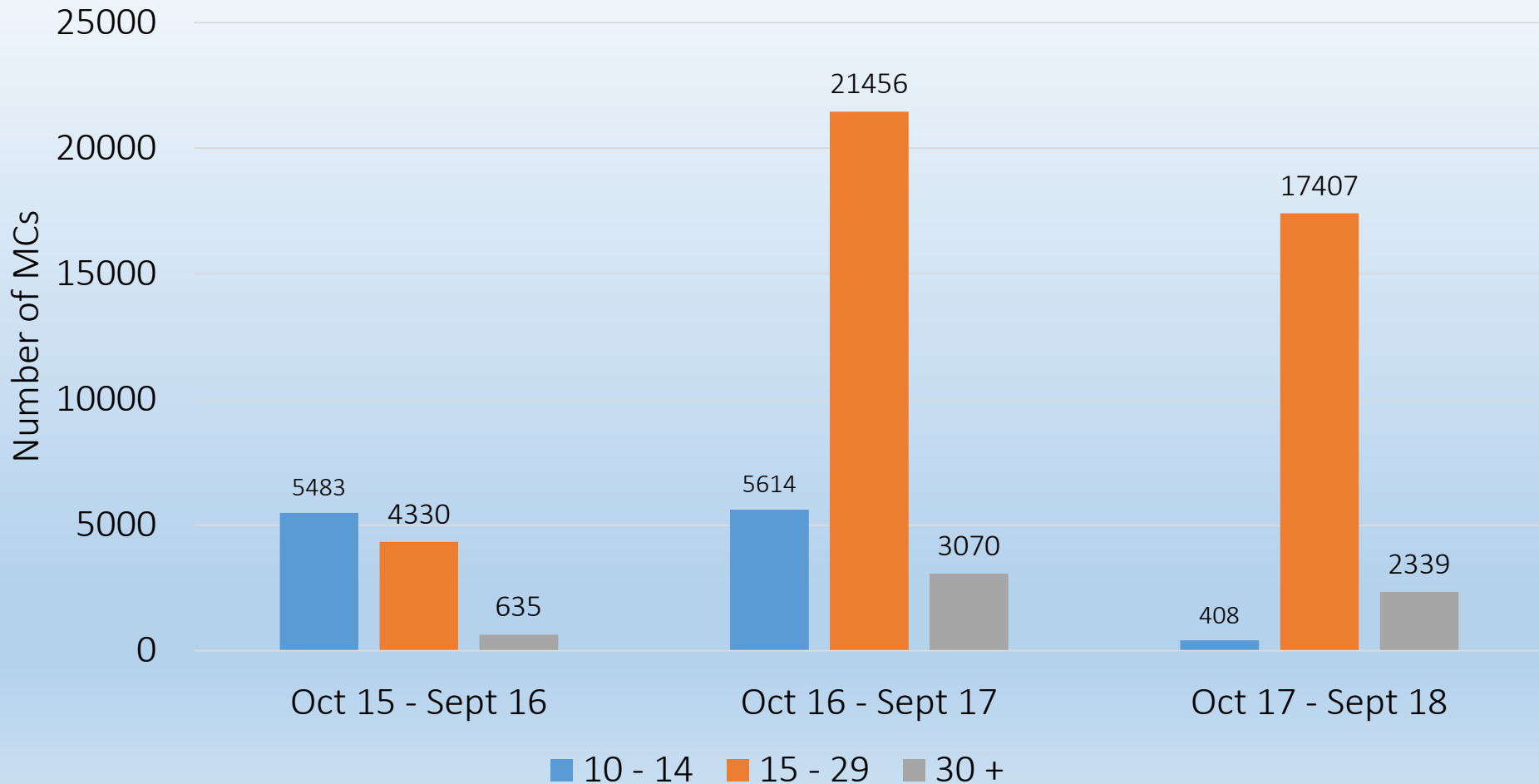
- Overall Malawi is still working to attain age pivot
- More clients <15 years are seen in US FY Q4 during the major campaigns/long school holidays

Malawi quarterly trend proportion of circumcisions by priority age bands, HHS/CDC

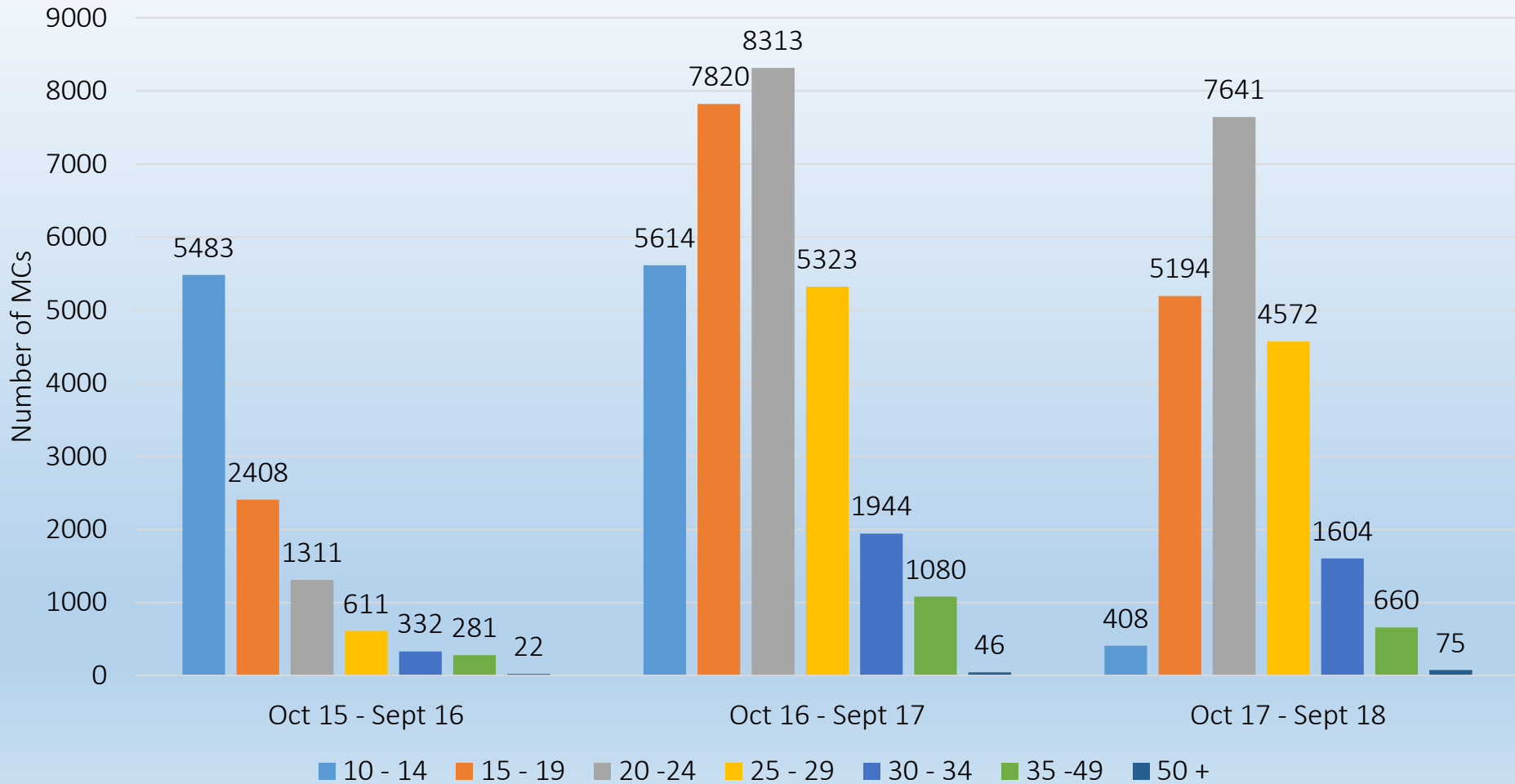


- CDC-supported Project IQ has achieved age pivot (>80% since Q1 2017)
- The project has achieved this due to targeted VMMC services during the non-school holiday period, intensified outreach and mobile services in the rural regions of the district where there are more older clients than the urban centers

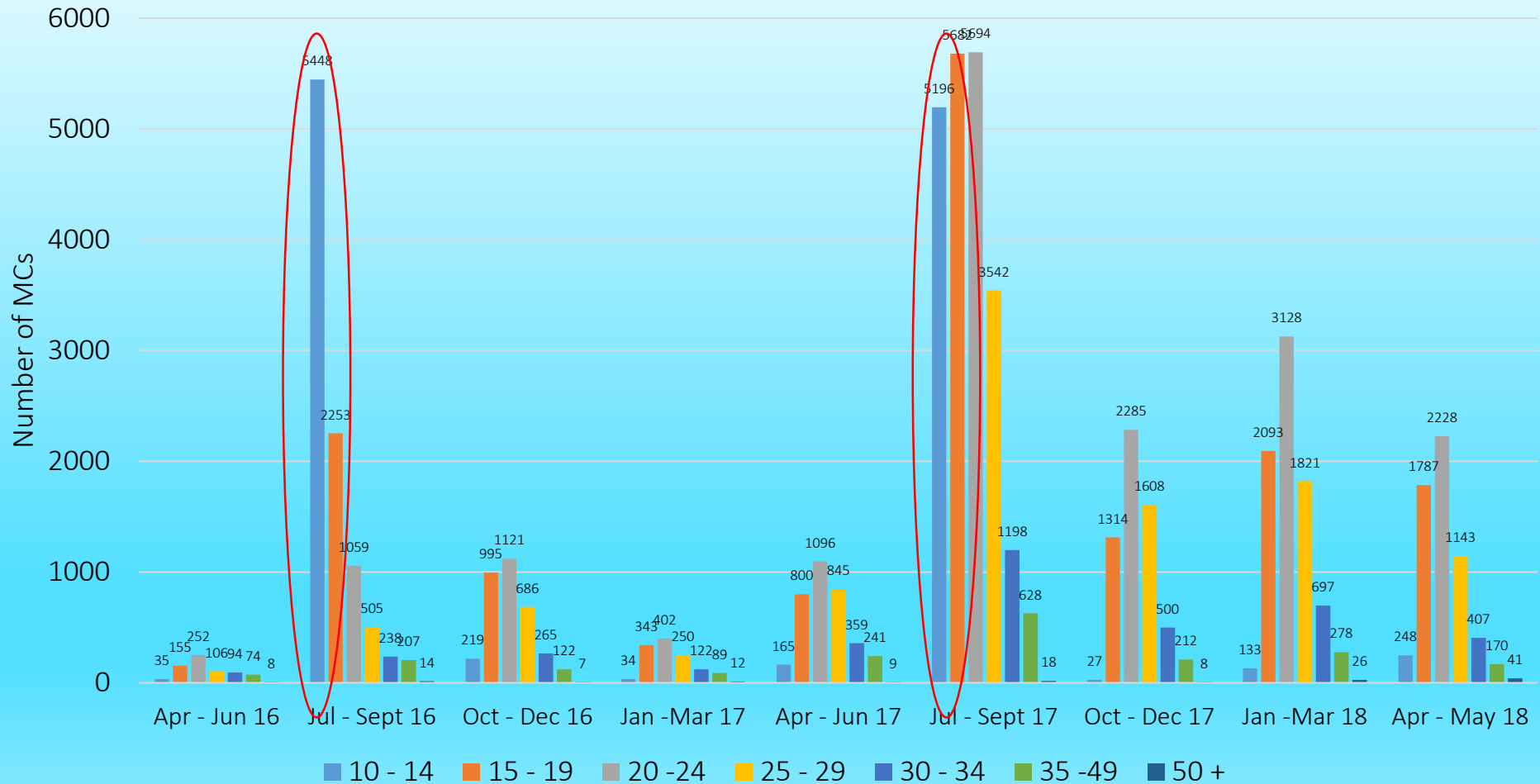
Total MCs performed by Age Group per Year - IQ Project Malawi



Total MCs performed by Age Group per Year - IQ Project Malawi



Total MCs performed by Age Group per Quarter - IQ Project Malawi



- During high season (July September) more young adolescents are seen; the project intensifies services during other seasons to reach more older clients
- Age pivot improving for all Jhpiego VMMC programs (DoD and AIDSFree)

Demand creation

Advocacy with community leaders:

- Village heads, religious leaders, influential community leaders, CBO leaders
- Sensitized on VMMC facts
- Local meetings and activities attended by target age men and women; leaders inform their constituents about the importance of MC and where services are provided
- Some leaders have been recruited as mobilizers



Demand creation

Training of mobilizers on:

- Basic facts on VMMC
- Message development
- Principles of interpersonal communication (IPC)
- Customer care and relationship building **for adult males**



This trainings have assisted in achieving effective IPC

Demand creation

Community mobilization

- Mobilizers aged >18 years
- Use of satisfied clients
- One-on-one IPC
- House to house
- Targeted male hang outs
- Distribution of targeted IEC materials: **segmented** for youth, couples, business community and religious leaders



Mobilizers seated in blue T- shirt engaging men on VMMC during a BOA local game



Mobilizers in white shirt engaging men on VMMC during a local football match

VIP MC services



Private Voluntary Medical Male Circumcision (VMMC)

- Do you need private VMMC services?
- Do you need these services in a quiet, confidential space at convenient time (including after hours)?

Call: +265 881 003 360
+265 999 267 454

Facts about VMMC:

- VMMC helps prevent HIV
- VMMC helps prevent STIs
- VMMC assists in reducing the number of men who have penile cancer
- VMMC assists in reducing the number of women who have cervical cancer
- VMMC makes men clean

We assure you of high quality services!

Main service delivery location:

Bwaila VMMC Centre of Excellence

In addition, we have the following static sites where VMMC services are provided:

- Mitundu Community Hospital
- Lumbadzi Health Center
- Kabudula Community Hospital

We assure you of confidentiality!

Specialized “VIP mobilizers” visit offices to mobilize executives. They have identification badges and have VMMC IEC materials as well as designed VIP executive cards 

Workplace mobilization and linkage to service

- Conducted by trained community mobilization and communication assistance
- Provide one-to-one information on VMMC to workers
- Group health education, supported by a provider who can answer complex questions
- Distribute IEC materials
- Link workers to VMMC providers by phone if there is immediate demand
- Provide referral forms



**Health Education on VMMC for
Malawi Parliament staff**

Next step: intensify services in hard-to-reach regions of the district



Summary

- “Low” season critical for balancing out younger age profile of clients during school holidays
- Know age distribution by geographic area
- Age-targeted demand generation:
 - › Mobilizers – highly trained for VIPs/workplaces
 - › Influencers
 - › Materials (population segmented)
 - › Locations (work places, male hang outs/congregate settings)
- Align services with population age distribution (mobile unit to reach rural areas)

Saving lives.
Improving health.
Transforming futures.



Zikomo!