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Assessment Tool for VMCC Demand Creation

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Overview

- Background
- Using the tool
 - How can the tool help you?
- Tool structure and content
- Reporting the findings



Background

- Purpose of the tool: Identify strengths, gaps, challenges, and areas in need of improvement in efforts around VMMC demand creation (DC).
- Developed by AIDSFree in collaboration with USAID technical staff
- Based on experience with DC assessments in various countries
- Pilot-tested in Malawi and South Africa
- Audience: USAID VMMC POCs, VMMC Coordinators at Ministry of Health, and VMMC implementing partners

Background

- Four parts:
 - I. Interview with project demand creation lead
 - II. VMMC (fixed) site observation
 - III. Discussion guide for community mobilizers
 - IV. Observation of mobilization activity

- Part I and II:
 - Rapid assessment version to be assessed by people involved in VMMC or prevention programming.
- Part III and IV:
 - Added to parts I and II, longer version to be assessed by people with behavioral sciences and/or VMMC demand creation expertise.

Background

- For parts I, II, and IV, questions point to what an evaluator would hope to see in place to ensure strong VMMC demand creation.
- For “no” answers, indicating a strategy is not implemented, it is important to note a reasonable explanation.
- For part III, the questions help to assess the work with community mobilizers.
- The mix of DC strategies implemented will be different in different locations and different at different times. Thus, there is no numeric score assigned to the tool as a score would not be meaningful across geographic areas.

Using the Tool

- The tool helps to take a snapshot of demand creation efforts and determine strategies that could be added and also how to enhance/strengthen work with community mobilizers.
- The questions included in the tool are meant to help facilitate discussion and identification of approaches that are missing and could be added to VMMC demand creation efforts. The questions also help to identify what is working well.
- Some questions will have to be adapted to fit the local context. For example, we assumed the priority age group to be 15 years and above. However, this is not the case for a few countries.



Part I: Interview with Demand Creation (DC) Lead

Assessment Part I. Interview with Project Demand Creation/Communication Lead

Preparation: Set up an appointment of about 1 hour with DC lead

Lead Name _____ Title _____

	Community Mobilization	YES	NO	Don't Know	Comments
Q1	Do you have dedicated community mobilizers for each VMMC site?				
Q2	Are you recruiting satisfied clients as mobilizers?				
Q3	Is there an educational requirement for hiring mobilizers?				
Q4	Do your mobilizers wear ID badges and branded t-shirts?				
Q5	Do your mobilizers receive a training of two or more days in length upon being employed?				
Q6	Does the training for mobilizers				
Referrals and Linkages					
Q43	Are men who test negative at HIV testing service (HTS) locations being systematically referred to your VMMC sites?				
Q44	Are your VMMC materials available at HTS locations?				
Q45	Does someone follow up with the VMMC clients who are STI + and treated for STIs to ensure that they return for the MC surgery after treatment?				



Part II: Site Observation

Preparation: Set up visit to a fixed VMMC site

		YES	NO	Don't Know	Comments
Q1	Is there visible signage outside clearly indicating the location of the VMMC site?				
Q2	Is the signage in good condition (i.e., not a torn poster, falling over banner, etc.)?				
Q3	Do you find five or more clients at the site?				
Q4	Does receptionist give friendly greeting to clients?				
Q5	Are the majority of clients you find there of the age group 15 years and above?				
Q12	Is there an efficient client flow? (i.e., no long bottlenecks observed with clients waiting long hours)?				
	Note: For Q13-14, if the site is a stand-alone (i.e., not part of a hospital complex) then just mark N/A in the Comments box.				
Q13	If you walk to the other areas of the hospital or health complex, do you find VMMC posters in those other areas?				
Q14	If you walk to other areas of the hospital, do you find signs pointing toward the VMMC clinic area?				
Q15	Is the signage in good condition (i.e., not a torn banner, falling over, etc.)?				



Part III: Discussion with Community Mobilizers

Introduction: Hi, my name is _____. [Briefly introduce yourself with a few words about work that you do.]

I asked to talk to you today because you all are so critical to the demand creation for VMMC, and I want to understand how the demand creation is working. I want to see what is working well and what we need to do better. There is no right or wrong answer. I really just want your opinions and observations from your own experience in doing this work. Any questions before we get started? OK, let's get started.

Q1: How long have you been working as a community mobilizer? (Ask each member of the group.)

Q2: What do you like most about this work?

Q3: What do you like least about this work?

Q4: Do you have all the equipment or tools you need to do this job? If not, that might make your job easier or allow you to do a better job?

Q5: How are you being paid? (Probe: Monthly salary?). Do you get something performing well?

Preparation: Invite a group of 5-8 mobilizers to meet for a discussion of approximately 45 to 60 minutes. Get a translator in advance, if needed.



Part IV: Observation of Community Mobilization Activity

		YES	NO	Comments
Q1	Is the activity well attended?			
Q2	Are the majority of those attending in the priority age group for this country?			
Q3	Do participants appear to be engaged?			
Q4	Are mobilizers easily identifiable in the crowd? (ie. ID badges, hats, tshirts)			

Preparation: Set up a field observation of a community mobilization activity.



Report

- Using information from the assessment summarize strengths and gaps in the following areas:
 - a. Community Mobilization
 - b. Structural/service level factors
 - c. Planning and Coordination
 - d. Media
 - e. Data Collection and Analysis
 - f. Referrals and Linkages



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Disclaimer

- *The contents in this presentation are those of the presenter and the team that helped to prepare this presentation; and do not necessarily reflect the view of the U.S. President's Emergency Plan for AIDS Relief, the U.S. Agency for International Development or the U.S. Government.*

Where to find the tools?



- <https://aidsfree.usaid.gov/news-events/new-tools-strengthen-vmmc-demand-creation>