



THE CENTRE FOR HIV AND AIDS PREVENTION STUDIES

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IMPLEMENTING THE 2017 - 2021 FRAMEWORK FOR VMMC

Two approaches: Interpersonal communication to reach men 18 – 49 yrs and expanding community mobilizers

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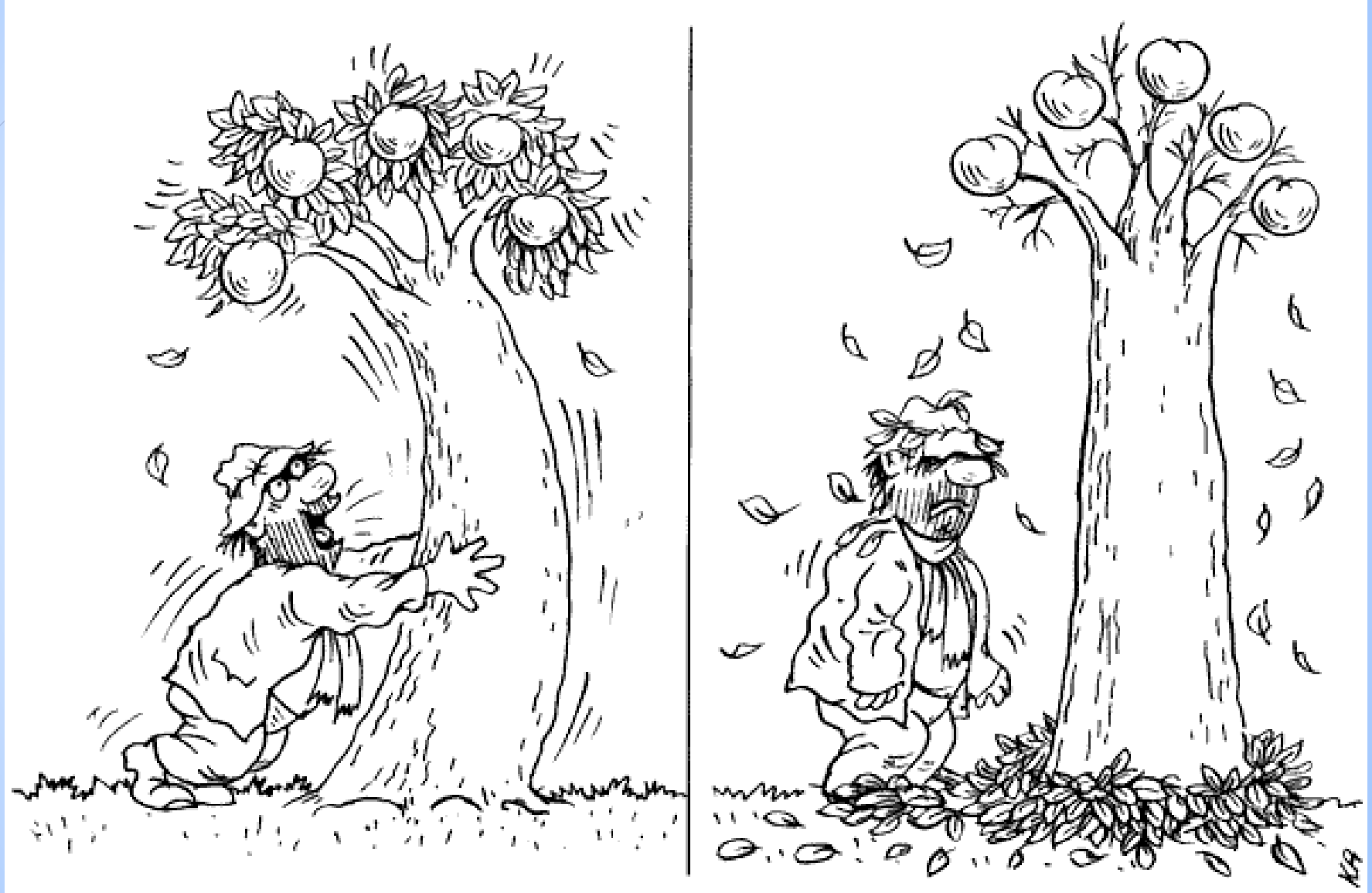
USAID
FROM THE AMERICAN PEOPLE





Background to South Africa VMMC program

- 52 million inhabitants
- Traditional circumcisions – Winter months
- CHAPS consortium: Right-To-Care, CHAPS, MatCH, and private practitioners
- Pefar funded USAID CDC
- Government funded in Non-Priority Districts
- Demand Creation has developed





Expanding Social Mobilisers

- ▶ CHAPS have had outreach teams in all major centers of service delivery for a number of years
- ▶ Outreach teams consist of Outreach managers, outreach mobilisers, drivers and vehicles
- ▶ Effectiveness of these outreach staff decline over time
- ▶ Re-focus, re-training and skills development assisted in increasing effectiveness, but do not stop the decline
- ▶ Many assumed reasons for decline:
 - ▶ Fatigue
 - ▶ Less effective cold canvassing – as opposed to social networks
 - ▶ Geographical areas exhausted for their skill – approach
 - ▶ Current research on this issue

Summer 2015/6 campaign

- ▶ **New strategy for 2015/6:**
 - ▶ Dramatic increase in number of temporary Outreach Mobilisers (Oms)
 - ▶ New management level added
 - ▶ Using current OMs to manage and supervise
 - ▶ 5-6 temporary Outreach Mobilisers given to each Permanent OM
 - ▶ Using current OMs to recruit and train new
 - ▶ Using current transport
 - ▶ Implementing standard pick-up points
 - ▶ Abandoned the team approach – they decide by themselves where to go when
 - ▶ Minimal costly support, they receive airtime and limited own transport allowance
 - ▶ Temporary OMs were **specifically excluded** from visiting schools
 - ▶ *Temp OMs were trained and sensitized to access their networks of specifically older men*

Summer 2015/6 campaign

- ▶ Temporary Outreach Fieldworkers:
 - ▶ On a 6 month contract – Within local labor law requirements
 - ▶ Use only during summer months, or during winter months
 - ▶ They are remunerated at a basic level and bonuses for reaching certain targets
 - ▶ Performance is managed and **monitored strictly and periodically**
 - ▶ Breakeven has been calculated and this is the first target



Results of Expanded Mobiliser Program for Sep 2015 – Mar 2016

Region	Average per month September 2015 to March 2016	% of total patients recruited by Temps
Orange Farm Gauteng	9	64
Tshwane Gauteng	9	47
Yeoville/Hillbrow Gauteng	10	53
Katlehong Gauteng	13	38
Zola Gauteng	6	44
Bapong NW	5	55
Sasolburg FS	8	49
Totals		49.9 or 9223 out of 18895

The average for the temp Outreach Mobilisers increased to 22.8 for winter campaign

Focused recruitment for males 15-29 years

Swaziland



Mr Muhle Dlamini

Mr Vusi Maziya

MOH SWAZILAND



Background Swaziland

- 1.1 million inhabitants
- No traditional circumcisions
- CHAPS consortium: CHAPS, PSI, FLAS, Pact, Bantwana, Joyful Hearts, Kwakha Indvodza and private practitioners
- Pefar funded 5 year USAID Cooperative agreement



What did we do to increase uptake among 15-29 year olds?

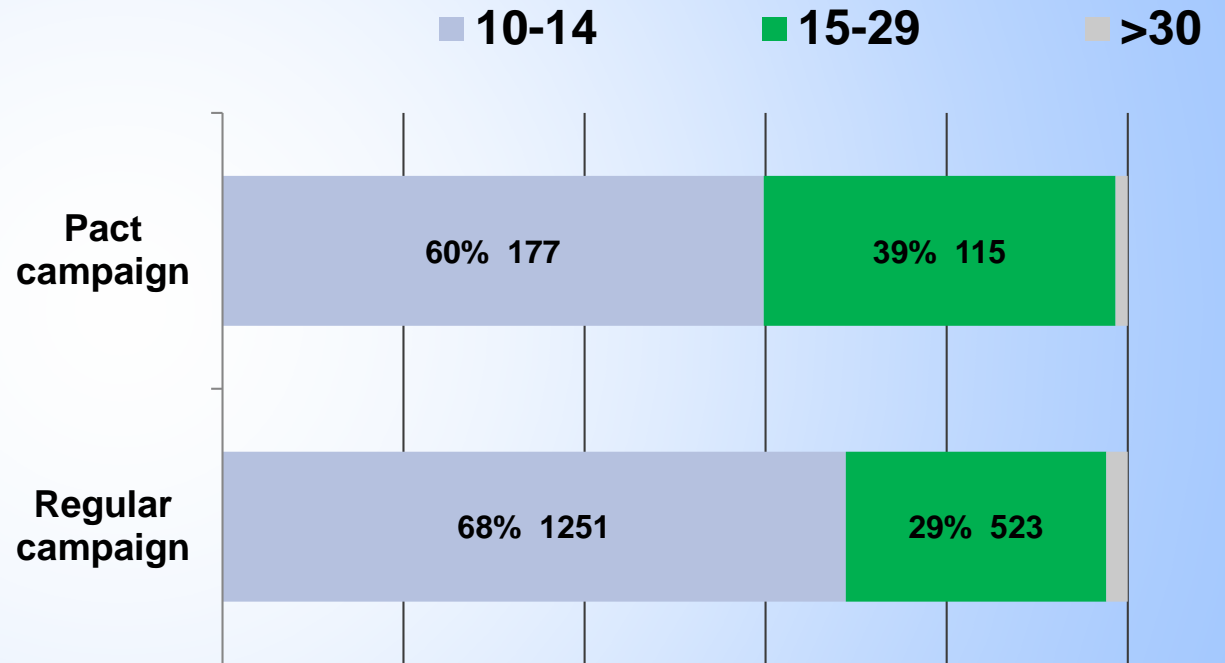
- ▶ Focus on High Schools
- ▶ Group based support – Per School Grant
- ▶ Encourage partners to focus on age pivot with differential reimbursement
- ▶ **Lihawu camps (circumcision camps)**
- ▶ Trial and error (Fail often and fail fast)



Pact: Broader community based approach to school campaigns

Focus on high schools to get 15-19 years

- Engage teachers for their buy in on VMMC
- Recruit students who circumcised to be champion and explain their circumcision journey
- Engage uncircumcised students in one on one sessions
- Recruit out of school youth in communities around school

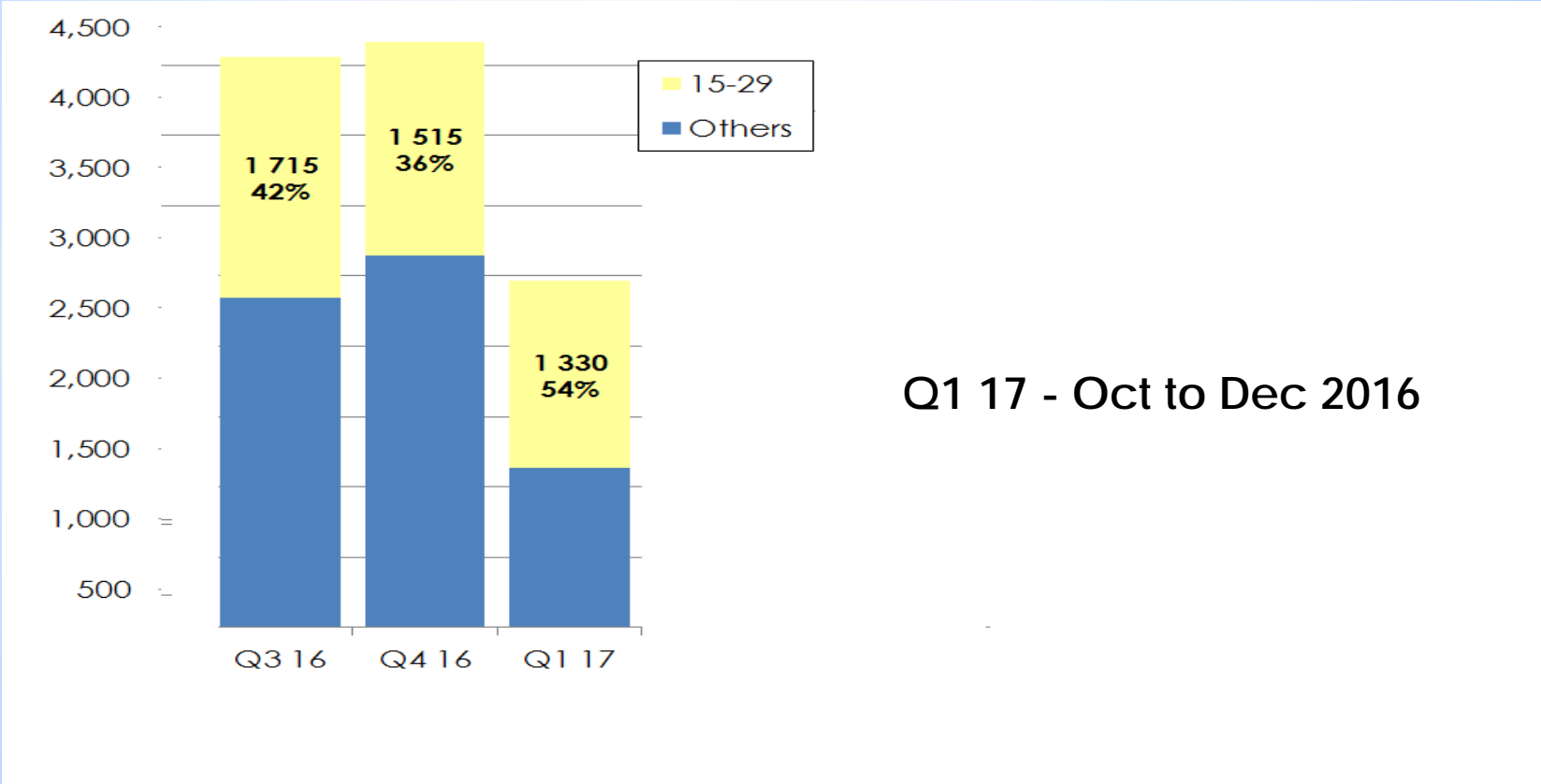


Circumcisions per age category August 2015
Back to School campaign

Trial and Error

- ▶ Failed: University students and Uniformed services (military)
- ▶ Companies: partial success – about 50 circumcisions
 - ▶ Senior manager needs to meet initially with the company management and HR
 - ▶ Recruiters well dressed and presentable
 - ▶ Provide services in small groups (5 max) per week

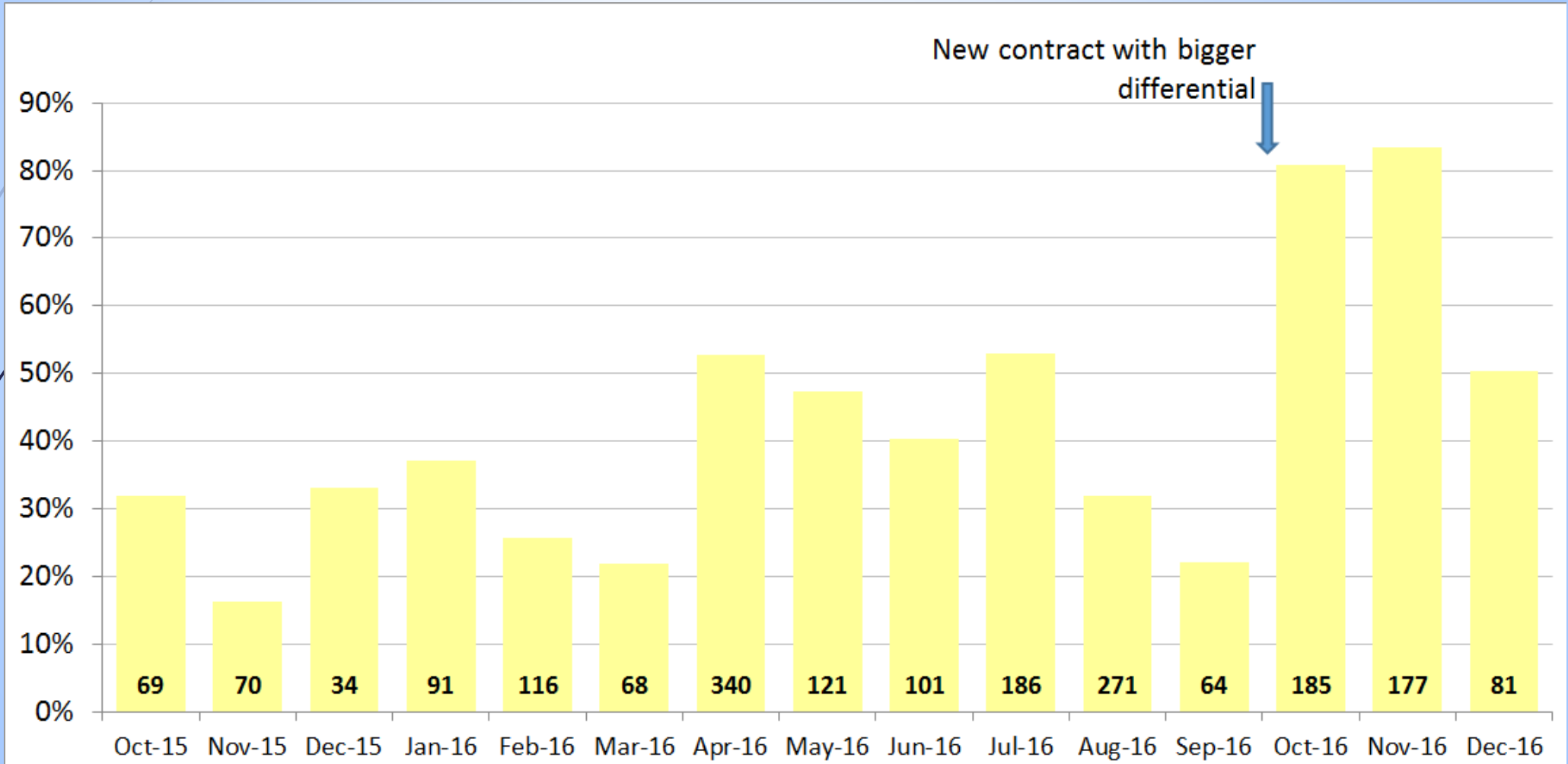
Swaziland circumcisions per quarter 2016/7 to date





One of our partners: 15-29 proportion per month, Oct 15 – Dec 16

(absolute numbers as label in black)



In conclusion

- ▶ Our main success comes from high schools
- ▶ We need to make inroads into the 20-29 age group - This is far more difficult, expensive and time consuming.
- ▶ A final thought – Do not forget the other age categories



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