

# Reaching Priority Age Groups: Promising Practices from Mozambique

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# Problem Statement/Challenges

- Majority of males accessing services ages 10-14
- Lack of clear procedures for tracking referrals and follow-up
- Mobilizers lack necessary skills to reach older age groups
- Communication not effectively addressing key age-specific barriers
- Long distances to access VMMC services
- Location of services not widely known
- Misinformation



# Overview

To increase VMMC uptake among 15-29's, HC3 used a multi-pronged approach:

- Strengthened, fine tuned, and personalized its community mobilization
- Mobilized in secondary, tertiary, & technical schools
- Mobilized at public events and festivals attracting 15-29 with individual follow-up
- Leveraged satisfied client testimonials via multiple channels
- Close coordination with AIDSFree and community leaders on mobile brigades



# Learning Opportunity in Mozambique Experience

## How to:

- Improve effectiveness/productivity of community mobilization team
- Obtain client testimonials, and leverage them through multiple channels
- Strengthen and personalize follow-up with potential clients
- Successfully work with secondary, tertiary schools
- Address key age-specific barriers to VMMC uptake



# Strengthened Community Mobilization: Why Focus on This?

- Site level data revealed critical role of community mobilizers (*activistas*) as key referral source
- Noticed loss of potential clients due to lack of follow-up by mobilizers
- Mobilizers needed reorientation and training to focus more on 15-29s



## Strengthened Community Mobilization: How Was This Done?

- Hired those with secondary education; circumcised
- Quarterly performance evaluations on ability to meet monthly targets; replaced poor performers
- Regular refresher and on-the-job training
- Improved mobilizers subsidies; those more active received phone credit for client follow-up
- Equipped mobilizers with branded t-shirts, caps, briefcase and tablets with FAQ tool and video
- Mobilizers assigned and trained to target specific groups (companies, schools, etc.)



# Personalized Mobilization

- Mobilizers distributed personal invitations to men
- Invitations include:
  - National hot line #
  - Mobilizer's personal contact phone # to facilitate follow-up and booking
- Mobilizers trained in effective use of SBCC materials (FAQ tool, etc.)

**Faz a Circuncisão, torna-te Um Novo Homem**

**Convite Pessoal:**  
Torna-te um Homem mais **Limpo** **Saudável** **Atraente**

**Não perca tempo! Vá ao Centro de Circuncisão no Hospital Provincial de Tete**

**Horário: das 7:30 às 15:30 horas | Telemóvel: 879105793**

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Para mais informações liga para o **ALÔ VIDA** pelos números: 84146 | 82149 | 800149  
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**Faz a Circuncisão**  
**Torna-te Um Novo Homem**

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JOHNS HOPKINS Center for Communication Programs

## Secondary Schools, Vocational Training Institutes, Universities

- Identified 2 teachers per school to organize students, prepare calendar of lectures
- HC3 mobilizers trained to focus solely on schools
- Teachers receive small monthly incentive (30\$/month)
- Provide transport





# Mobilizing at Public Events, Concerts, Festivals

- Took advantage of events where 15-29 yr. olds congregate (often at night)
- Distributed personal invitations with mobilizer's contact #
- Registered interested men with their contact information
- Mobilizers followed up individually by phone
- WhatsApp videos



# Leveraging Client Testimonials via Multiple Channels

Satisfied clients share experiences:

- Public events
- Interactive community radio discussions
- Brief videos in local languages, played during mobilizations sessions and on TVs in health units
- Videos shared on mobilizers' tablets and WhatsApp



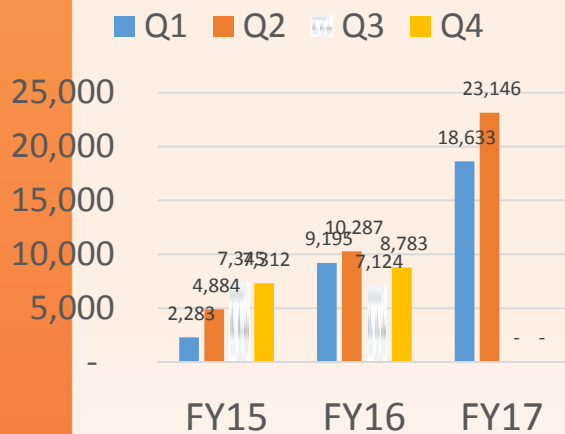
## Closely Coordinated Mobile Brigades: How Was it Done?

- Mobile brigades reached men living far from sites
- Community leaders facilitated entry; helped identify local mobilizers in advance of mobile brigade's arrival
- Temporarily moved mobilizer from fixed site to community to empower local mobilizers
- Radios provided to community leaders to follow community radio programs
- Promoted service location and hours on local radio

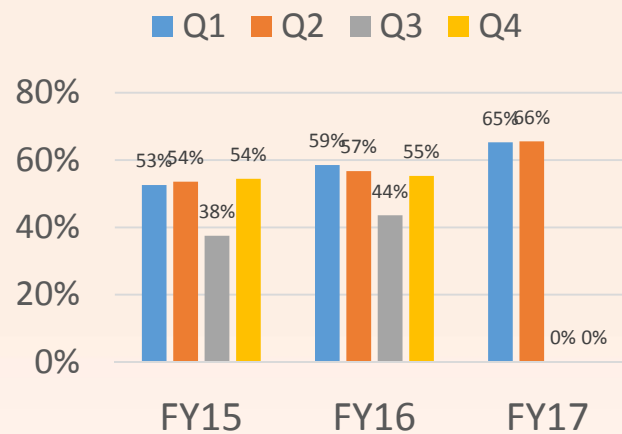


# Progress in Manica & Tete Provinces

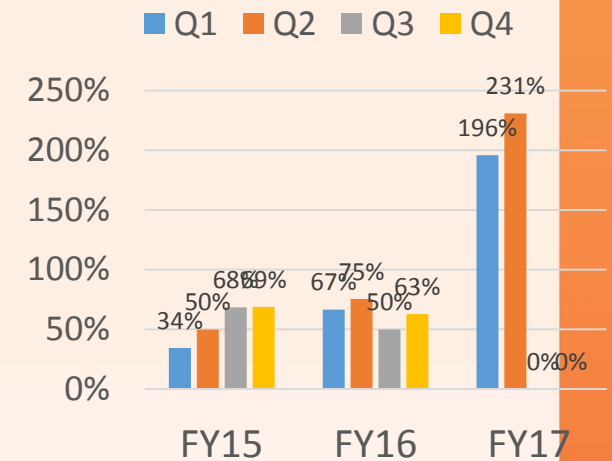
Total VMMC Done, All Years 2015-2017, by Quarter



Percentage VMMC Done 15+, All Years 2015-2017, by Quarter



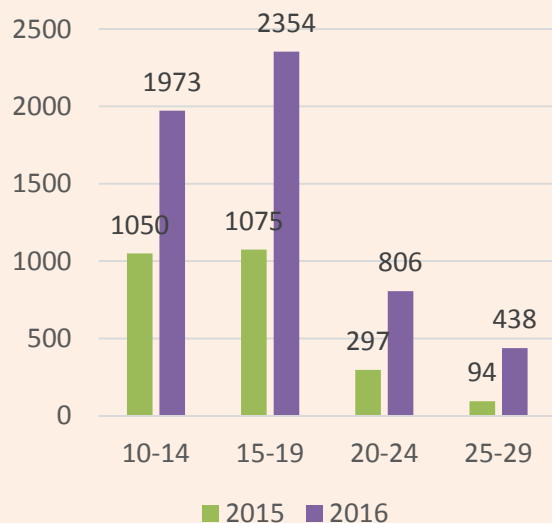
Utilization Rate, All Years 2015-2017, by Quarter



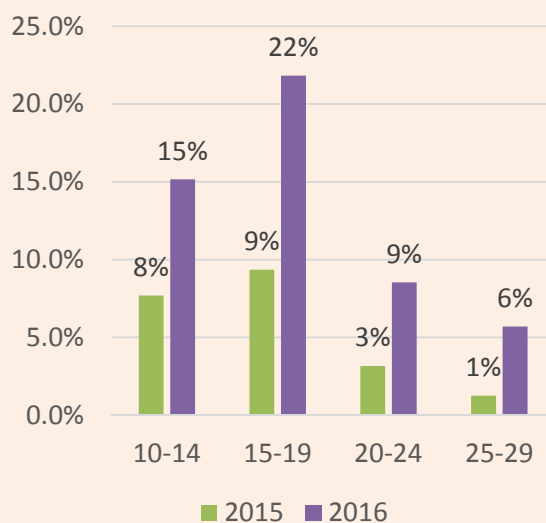
PEPFAR funded USAID Project SOAR VMMC Site Capacity-Utilization Tool



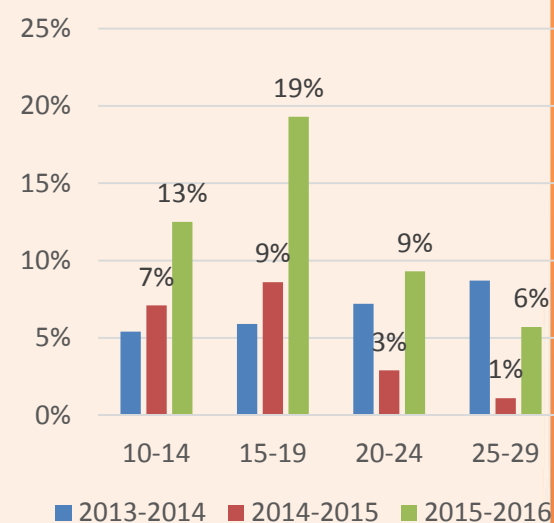
# # of Circumcisions, Uptake Rate, and increase in coverage in Barue district



Number of Circumcisions



Uptake Rate



Increase in Coverage

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U.S. President's Emergency Plan for AIDS Relief

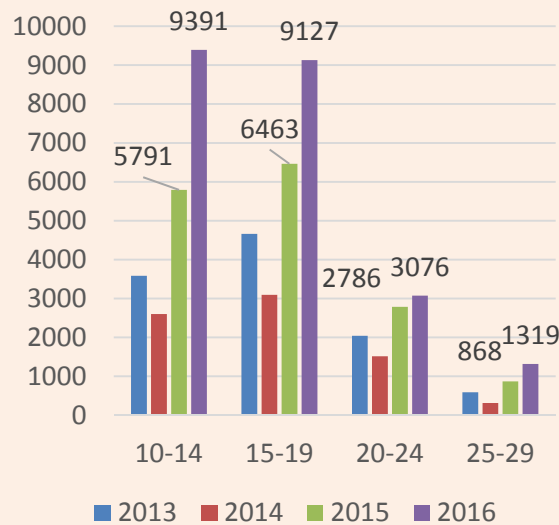


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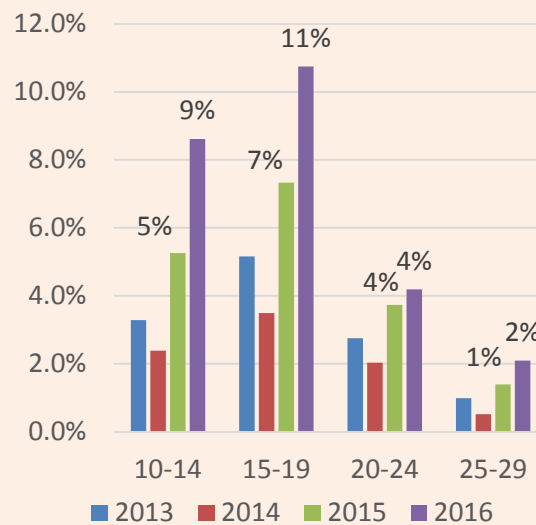


**HEALTH COMMUNICATION CAPACITY COLLABORATIVE**

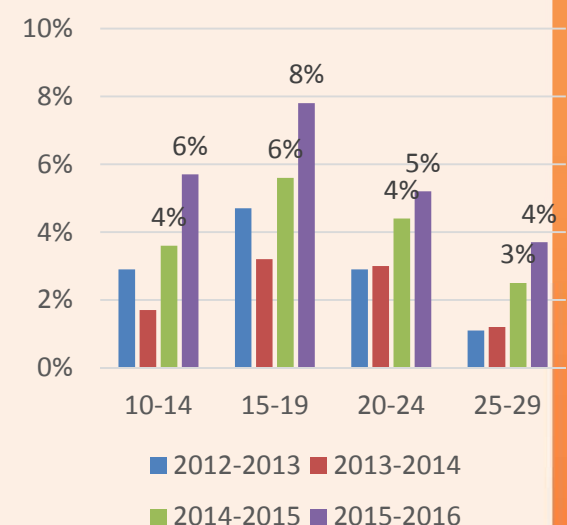
# Number of Circumcisions, Uptake Rate, and increase in coverage in Manica province



Number of Circumcisions



Uptake Rate

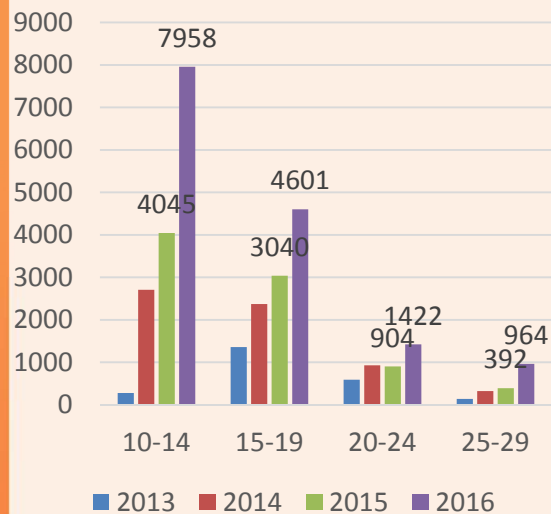


Increase in Coverage

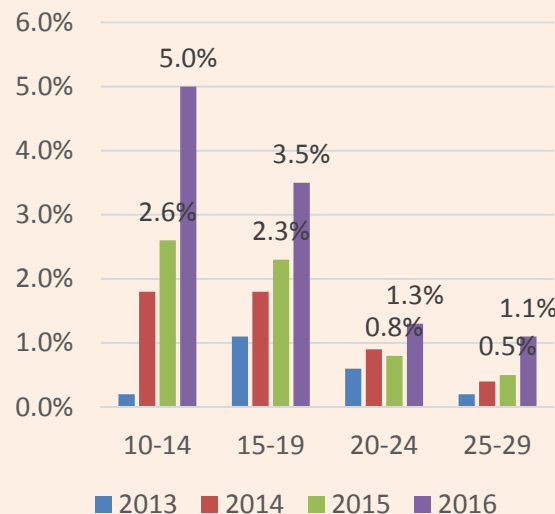
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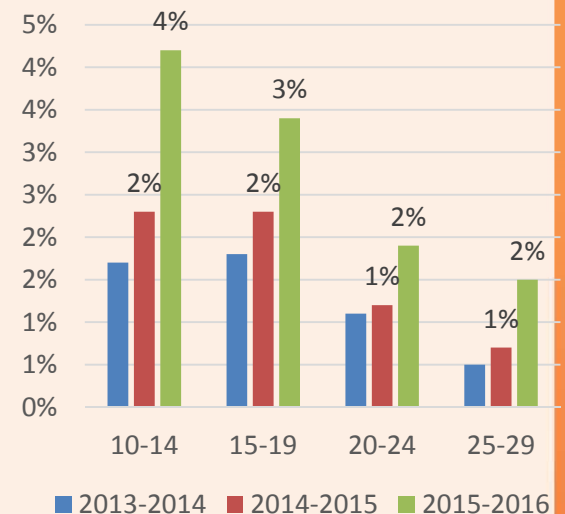
# Number of Circumcisions, Uptake Rate, and Increase in Coverage in Tete province



Number of Circumcisions



Uptake Rate



Increase in Coverage

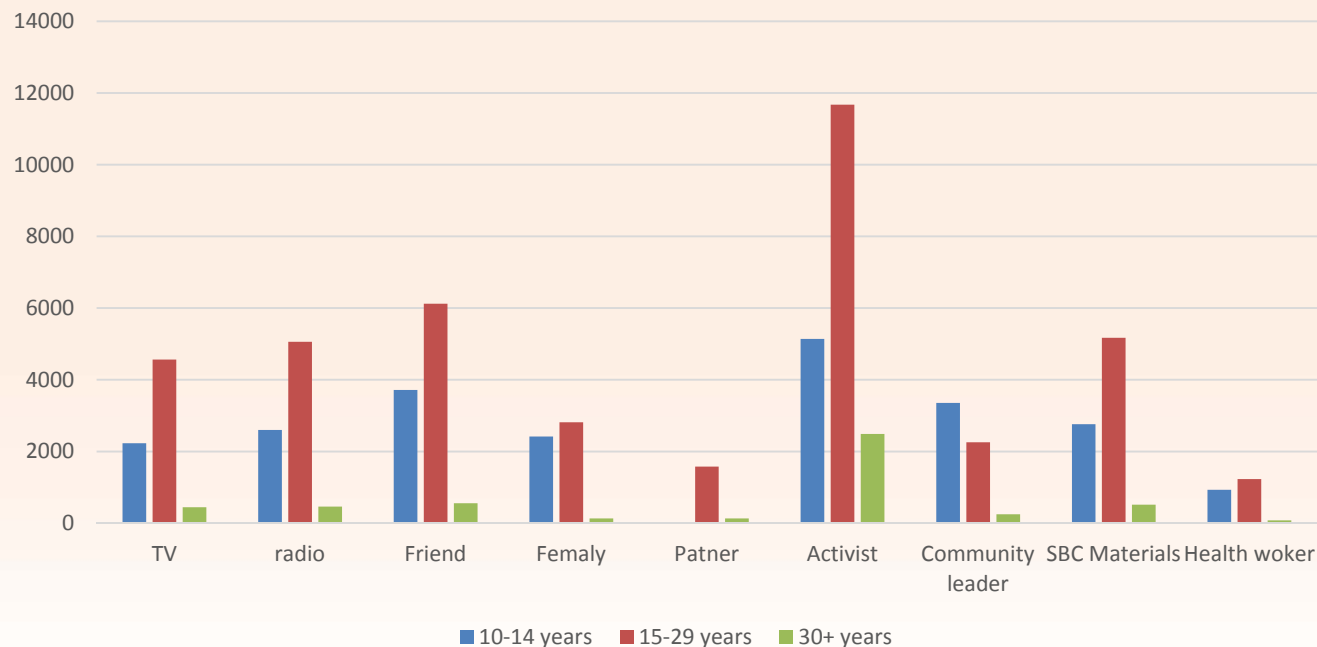
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# Impact of Strengthened Mobilization

Majority of 15 to 29 clients reported having received information about VMMC from activistas/mobilizers

Fig 2. Source of Information by Age Group during April 2016 to January 2017)





## Strengthening Community Mobilization & Improving Productivity: Lessons Learned

1. Properly orient mobilizers on priorities, goals, and rationale for age prioritization
2. Set monthly targets for each mobilizer
3. Improve subsidies of good performers (25%); dismiss those with low productivity
4. Mobilization effective when mobilizers are assigned specific groups (schools, companies, etc.)
5. Mobilizer's personal contact # on invitations allowed men to ask follow-up questions/book appts. privately



## Strengthening Community Mobilization & Improving Productivity: Lessons Learned

6. Mobilizing at night during events attracting 15-29s effective
7. Share quarterly results during quarterly meetings with mobilizer field team
8. Keep weekly records of daily productivity of each mobilizer
9. Supervisors attend community mobilization sessions to observe performance
10. Strengthen key messages for 15-29s during monthly technical meetings with mobilizers



## Strengthening follow-up with Potential Clients: Lessons Learned

- Provide phone credit to mobilizers to contact clients who register but don't turn up
- Provide monthly phone credit to focal point of fixed circumcision units to contact men who did not receive the service on the day they came
- All invitations distributed include mobilizer's contact # to facilitate follow-up questions and booking privately
- Strong follow up results in service uptake



## Leveraging Client Testimonials: Lessons Learned

- Invite satisfied clients during follow-up visits to share their experiences
- Mobilizers invite friends or neighbours to share their VMMC experience
- Work well on radio, public events, TVs in waiting areas of health centers
- Effective for individualized IPC, such as mobilizer's tablet or WhatsApp



## Secondary Schools and Tertiary Institutions: Lessons Learned

- Close collaboration with school directors and active involvement of teachers critical to success
- Involvement of school officials encourages VMMC even when classes in session; school excuses them
- Largest # of students during school holidays, though still necessary to mobilize at all times
- Mobilizer-teachers receive \$38 allowance monthly during mobilization



## Addressing Key Barriers to Uptake: Lessons Learned

- Share experience during monthly technical meetings; discuss barriers with approaches to overcome them
- Satisfied client testimonials through multiple channels help address barriers (fear of pain, infertility)
- Multiple contacts with mobilizers often needed
- Offer easy opportunities for individual follow-up questions and concerns
- Better trained, supervised, and equipped mobilizers, have tools and know how to use them (e.g. FAQ)



# Mobile Brigades: Lessons Learned

- Meeting community leaders in advance of mobile brigades (outreach) facilitates entry and identification of who best to mobilize locally
- Less costly and easier to work with local mobilizers identified by community leaders
- Advanced and close coordination between SBC partner and clinical partner(s) important
- Reliable transport essential



# Mobile Brigades: Lessons Learned



Important mobilization team prepares and organizes community in coordination with local leadership (community and government) before the assembly



## Mobilizing During Public Events, Festivals: Lessons Learned

- Events occur outside working hours, often at night, so incur cost of mobilizers' meals and transport
- Need additional SBCC and promotional materials
  - T-shirts, caps and personal invitations
- Payment to cultural group organizing events and in return promote VMMC
- Strong follow-up after events results in service uptake



# THANK YOU

