

“Pinda muSmart”: targeting Adolescents for VMMC in Zimbabwe

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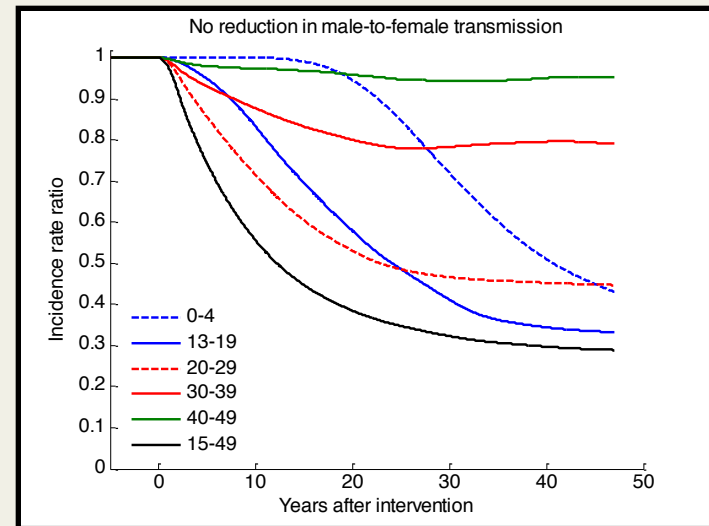
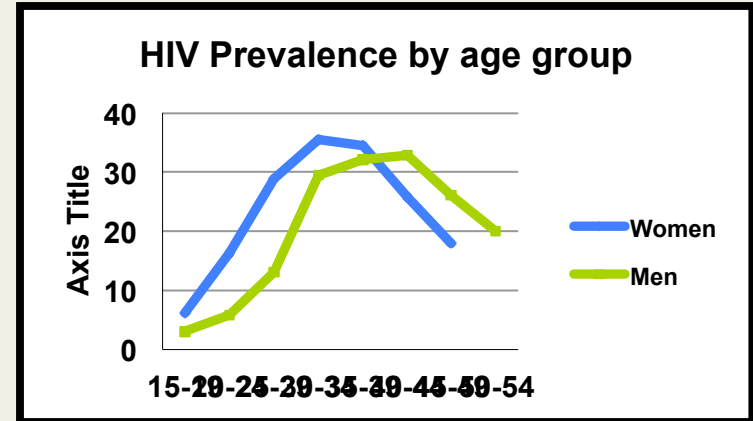
Context Zimbabwe



- HIV prevalence 13.7% among adults (2009), decline from 29% in 1999
- HIV and AIDS: 47% disease burden of the country
- MC prevalence 10% (DHS 2005/2006)
- Adolescents 10-19 represent **43%** of the target population (10-49 years) of males to be circumcised
- Age at first sexual intercourse for males 19 years

Target setting and strategy

- HIV incidence highest among male age group 20-29 years
- Primary target population for VMMC: 13-29 years old because of impact on HIV transmission
- Most adolescents 13-19 years are not yet sexually active
- Goal: to reach 1.3 Million males aged 13-29 years over 5 years (2013 - 2017)






Quantitative and qualitative research

- Knowledge: 68 % of 15-24 age group respondents knew about HIV as HIV prevention intervention
 - Motivators:
 - Social Support (my peers support me)
 - Brand Associations (MC is cool, is for people like me)
 - Knowledge (MC improves penile hygiene, prevents HIV)
 - Availability (MC services are available in my community)
 - Barriers:
 - Fear of pain
 - Risk Perception: I am not at risk of contracting HIV, I am not promiscuous
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Key Insights from Qualitative Segmentation 2011

- Seeks to be the trend setter among his peers
- Wants to improve his self confidence and esteem
- Staying healthy to achieve his dreams
- Lacks adequate information on MC benefits
- Not sure about support from friends
- Likes soccer and hip hop music



*You can tell who's made the Smart Choice... **Male circumcision***

Male circumcision
Provides 60% protection against HIV
Improves personal hygiene
Reduces the risk of penile cancer in men
& cervical cancer in women

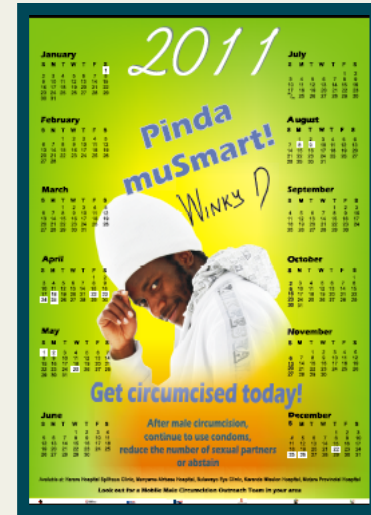
Available at:
Harare: ZNFPC Spilhaus Clinic, Manyame Airbase Hospital, Bulawayo: Bulawayo Eye Clinic, Imbitso Camp Hospital
Masowe: Concession District Hospital, Mutare: Mutare Provincial Hospital, St. Joseph's Hospital

Look out for a Mobile Male Circumcision Outreach Team in your area

Pinda muSmart. Get circumcised today!
After male circumcision, continue to use condoms, reduce the number of sexual partners or abstain

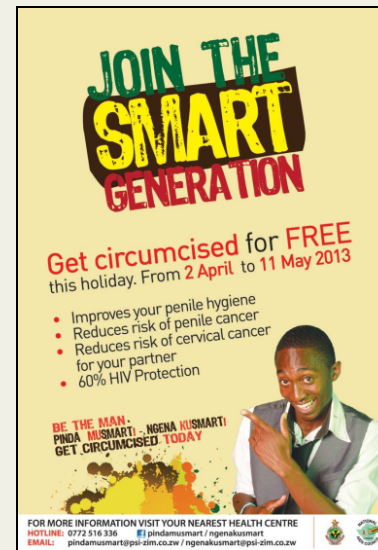
Positioning for adolescents

- Positioned as a lifestyle choice rather than medical service
- MC as a fashion statement- *Pinda muSmart* – “Be Smart, Be Clean”
- Aspire Self confidence and Self esteem
- Being Circumcised = “Be cool”, “ahead of the pack”, “be like your peers”
- MC is simple and safe
- “Protection from HIV helps you realize your dreams and plan for a brighter future”



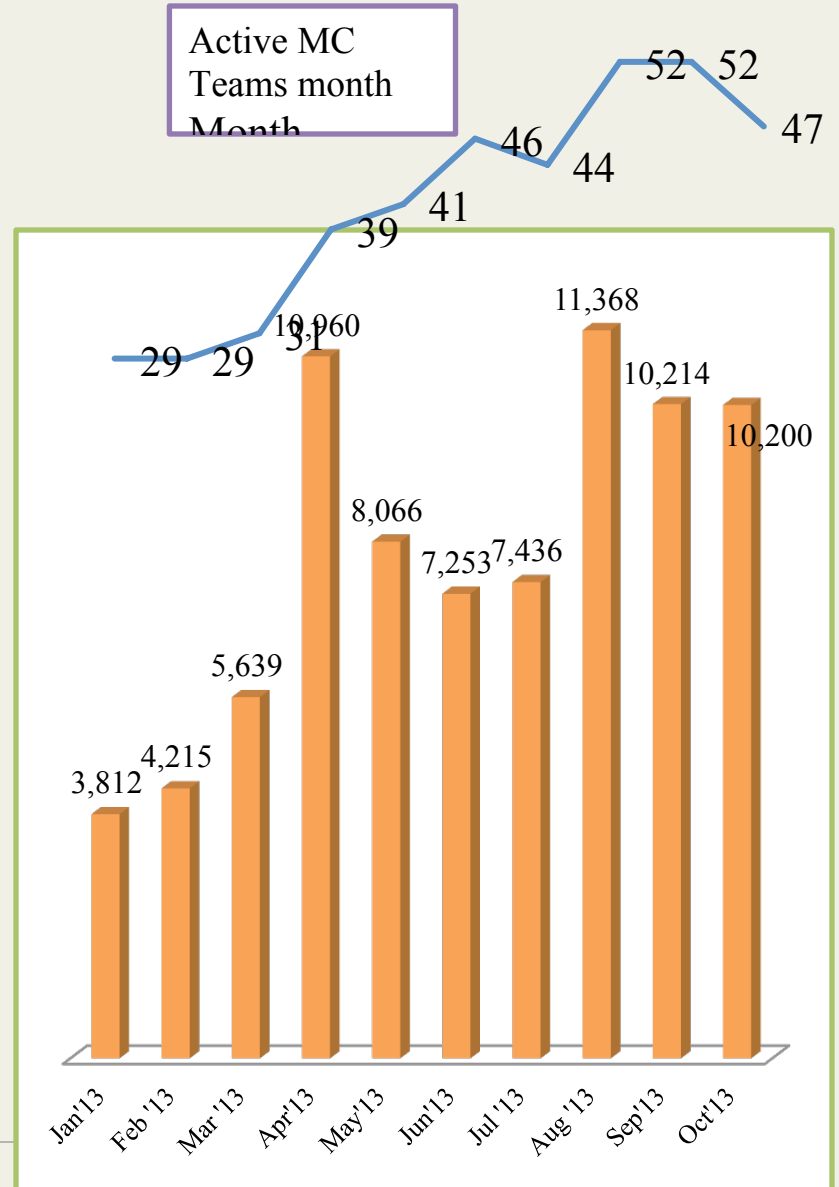
School Holiday Campaigns

- School campaigns organised since 2011 in April, August, December
- Opportunities for adolescents in schools to come for male circumcision
- Collaboration with Ministry of Education
- Mobilisation in schools involving headmasters, teachers and parents
- Intensive Mass Media coverage, TV, Radio, Printed Press



VMMC Outputs 2013

- **79,163** clients circumcised January - October 2013.
- School Campaigns contributed 32,768 clients this year
 - School Holiday Campaign April
 - Winter Campaign, August School holidays
 - Celebrity Role Model Campaign December Holidays
- Projected outputs 100, 000 in 2013



Mass Media Campaigns

- Leveraging on popular celebrities to increase social support among peers
 - Positive influence
 - Generate peer pressure
- Celebrities endorsing non-HIV benefits of VMMC through catchy radio jingles and TV spots
- Weekly radio call-in shows to engage audience and address key barriers through satisfied clients
- Work with radio DJs to get on air endorsements

Uduro Mueket

I DID IT, WHY HAVEN'T YOU?

Meeting! As a Nije President, I believe in maintaining exceptional personal hygiene. I am setting an example of oneness for the youth.

Join me!

MALE CIRCUMCISION:

- Reduces the risk of contracting HIV
- Reduces the risk of genital cancer for your female sexual partner
- Reduces the risk of STIs (other than HIV)
- Offers 100% protection against HIV

BE SMART. GET CIRCUMCISED TODAY! **FREE!**

AVAILABLE IN MAJOR TOWNS AND AT MOST DISTRICT AND REGION HOSPITALS. Visit your nearest health care centre for more info.

Facebook: @Nije President | WhatsApp: 0772 08 336

John Obi Abum

I'M DOING IT JOIN ME!

Having young men in my community reminds me of my journey to where I am today. I'm getting circumcised to set an example for the youth.

Join me!

MALE CIRCUMCISION:

- Reduces the risk of contracting HIV
- Reduces the risk of genital cancer for your female sexual partner
- Reduces the risk of STIs (other than HIV)
- Offers 100% protection against HIV

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Facebook: @John Obi Abum | WhatsApp: 0772 08 336

"The Radio Master"
Radio Personality

I DID IT, WHY HAVEN'T YOU?

I just got married. I got circumcised to protect my wife from cervical cancer. We look forward to starting a family and this is the first step in doing so.

Join me!

MALE CIRCUMCISION:

- Reduces the risk of contracting HIV
- Reduces the risk of genital cancer for your female sexual partner
- Reduces the risk of STIs (other than HIV)
- Offers 100% protection against HIV

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Facebook: @The Radio Master | WhatsApp: 0772 08 336

Social Media

- Weekly press column highlighting celebrity personal stories on VMMC
- Social media
 - Facebook page linked to the radio program
 - WhatsApp to share information on VMMC and its benefits, frequently asked questions
 - SMS messaging

L10 Arts The Sunday Mail **Leisure** November 11-13 2011



BE SMART. GET CIRCUMCISED TODAY

Meet the smart champions

Wallace Chirumiko - "The feeling is great"



WALLACE CHIRUMIKO positively believes in VMMC. His love promoting male circumcision for years through the top popular music movement guides and during his shows. As a Nyanzi President who believes in living up to his words, he produces an encouraging young man to get circumcised because he did it.

Wallace grew up in a community where with good morals and values. This helped when he decided to get circumcised for he knew it was a step that his family and community would pride him for taking. He got circumcised in his youth and has never regretted the decision.

For the Nyanzi President who believes in maintaining exceptional personal hygiene, getting circumcised has made him clean inside. "The feeling is great and I feel confident and safe myself," he said. In addition he describes the procedure as "quick, safe and simple, that leaves one feeling smart."

and confident that you are always immunologically clean and protected from the HIV virus by 90%.

As the male circumcision based ambassador Wallace has set an example of courage for the youth. "I love my life and want to continue leading them in the right direction," he said.

His message to his fans is, "Being cool is not about having a ring of fat wings. It is about making sure of yourself and looking after your health. It is about making sure you are protected, smart and strong all the time. Let circumcise, smart and strong all the time. Let circumcise, you can now. Hello my fans."

Sulumani Chimbetu - "It has given me more confidence"



HENDERA KING SULEMANI Chimbetu whose fans affectionately call him Sululu know about male circumcision from his early years. Going through the process therefore came as no shock to his family and friends.

"I got circumcised and it was the right thing to do," said Sululu.

Years later, Sululu and his family are enjoying the benefits of the decision he made. The risk of his wife getting cervical cancer has been reduced.

For Sululu who believes that grooming is important in his industry, being circumcised has helped boost his self-esteem and has given him confidence to succeed as a performer.

Sululu says that his role as a brand ambassador is to be receptive to other men out there and to encourage them to protect their wives which is their health. Through his single currently playing on radio he calls out to Zimbabwean men to go and get circumcised. "Bungwe and handye vaye song, handye kano circumcision, becoming a man is not enough, get circumcised and be smarter," he says.

Napoleon Nyanhi - 'It's the new cool'



A VMMC by the New Start Center changed Napoleon Nyanhi's mind about being circumcised. Four years later, he will look back and be glad he made the right and smart decision.

"I went for male circumcision just before I got married. I wanted to be clean for my wife and for myself. The feeling I got after the procedure was awesome. I was very proud of myself and my goal made it all worth it," he said.

He sees his wife's happy he did it. She supported him 100%. She feels loved knowing that he did it for her. She also knows that his decision has reduced her risk of getting cervical cancer.

As a man who believes in good hygiene Napoleon takes pride in that his organs is always clean and his recent experiences surely others like to see for before. "My wife is always complimenting me about my cleanliness," he laughed.

Napoleon is one of the celebrities promoting voluntary medical male circumcision in Zimbabwe. He knows that this is a big responsibility and feels honored to have the opportunity to influence the community for a great cause. "I would like to go every young man to realize that being circumcised is something to agree to and make a priority. It's the new cool," said Napoleon.

He encourages those that have not been circumcised to go for it because it is simple, safe and smart. He says it is necessary for every man for cleanliness and healthy living and one can only take that of his partner through the prevention of cancer of the penis and of the cervix.

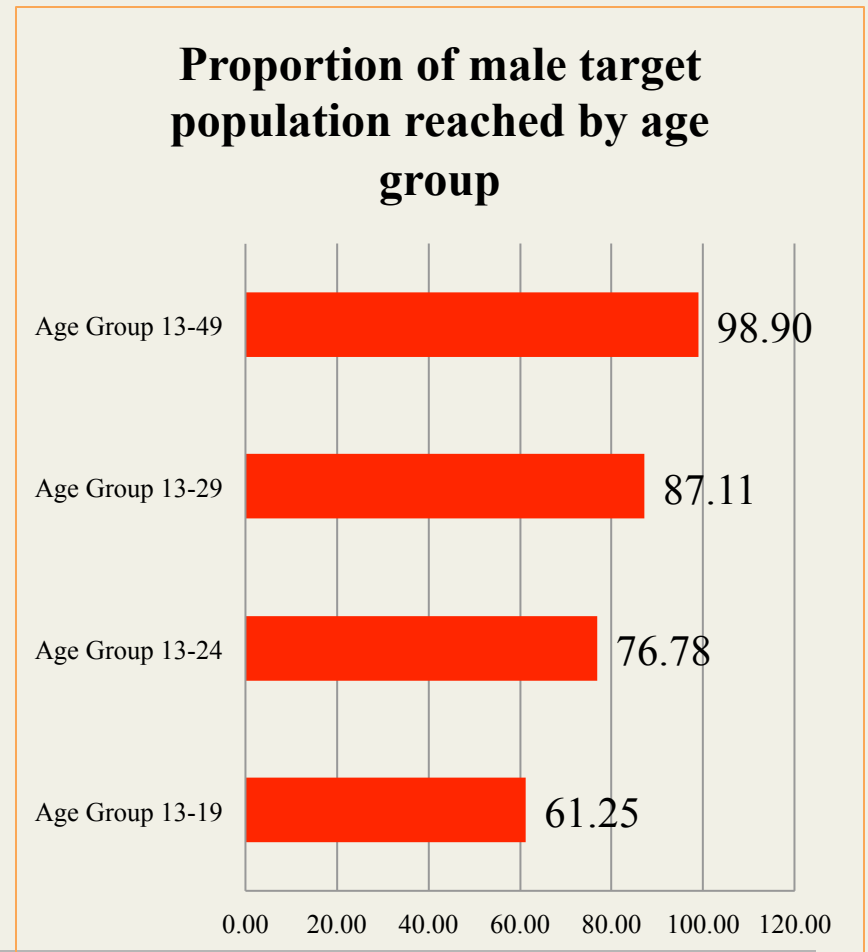
Community Mobilization

- Collaboration with youth groups
- Door to door mobilisation
- Community mobiliser involving parents to provide consent for child to be circumcised
- Transport facilitation to VMMC outreach sites for adolescents
- Presentations, skits and testimonials from satisfied clients in schools, tertiary colleges
- School soccer events
- Road shows and street performances targeting adolescents



VMMC Clients Age Distribution

- Age Group 13-29 represent 87% of males reached with VMMC in Zimbabwe
- Adolescents (10-19) represent 61% of the VMMC clients in Zimbabwe



Counseling Messages for Adolescents

- Group clients according to age and experience with sexuality (early/late adolescence)
- Tailor information discussed to needs of specific age group
- Emphasis on youth specific HIV prevention strategies such as delayed sexual debut
- Discussion on sexual and reproductive health issues, sexuality, gender norms, masculinity
- Take advantage of points of contact before, during and post surgery to reinforce counseling messages
- Special training for providers in adolescent counseling
- Counseling and Referral of HIV positive adolescents into care and treatment





Summary

- Adolescents (10 -19 years) represent 61 % of VMMC clients in Zimbabwe
 - Adolescents are very receptive to VMMC messages
 - Role Models and Peers to increase social support important for adolescents decision making
 - MC as a fashion statement- Pinda muSmart – “Be Smart, Be Clean”
 - School Holiday Campaigns successful in generating demand, monthly VMMC outputs doubling
 - Tailor counselling messages pre- and post-op to suit adolescents needs
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