

MAKE THE CUT ZAMBIA



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1. INTRODUCTION

Population Services International (PSI) and Society for Family Health (SFH) Zambia have supported the Zambian government in voluntary medical male circumcision (VMMC) since 2009. Despite significant effort to scale up VMMC routinely throughout the year, uptake has still been insufficient to meet targets and seasonality remains quite pronounced.

In response, PSI/SFH explored Social Behavioral Change (SBC) strategies to shorten the gap between intention to actual uptake of VMMC. Market research funded by the Bill & Melinda Gates Foundation was conducted in Zambia in 2014. Results from this market research led to using human centered design (HCD) strategies to create, prototype, and prioritize solutions and messages to address the needs and barriers of targeted segments. This marked a shift away from a one-size-fits-all approach towards designing tailored interventions that recognize heterogeneity of the target audience and can be employed continuously in an effort to increase uptake of VMMC.

2. PROGRAM DESCRIPTION AND METHODOLOGY

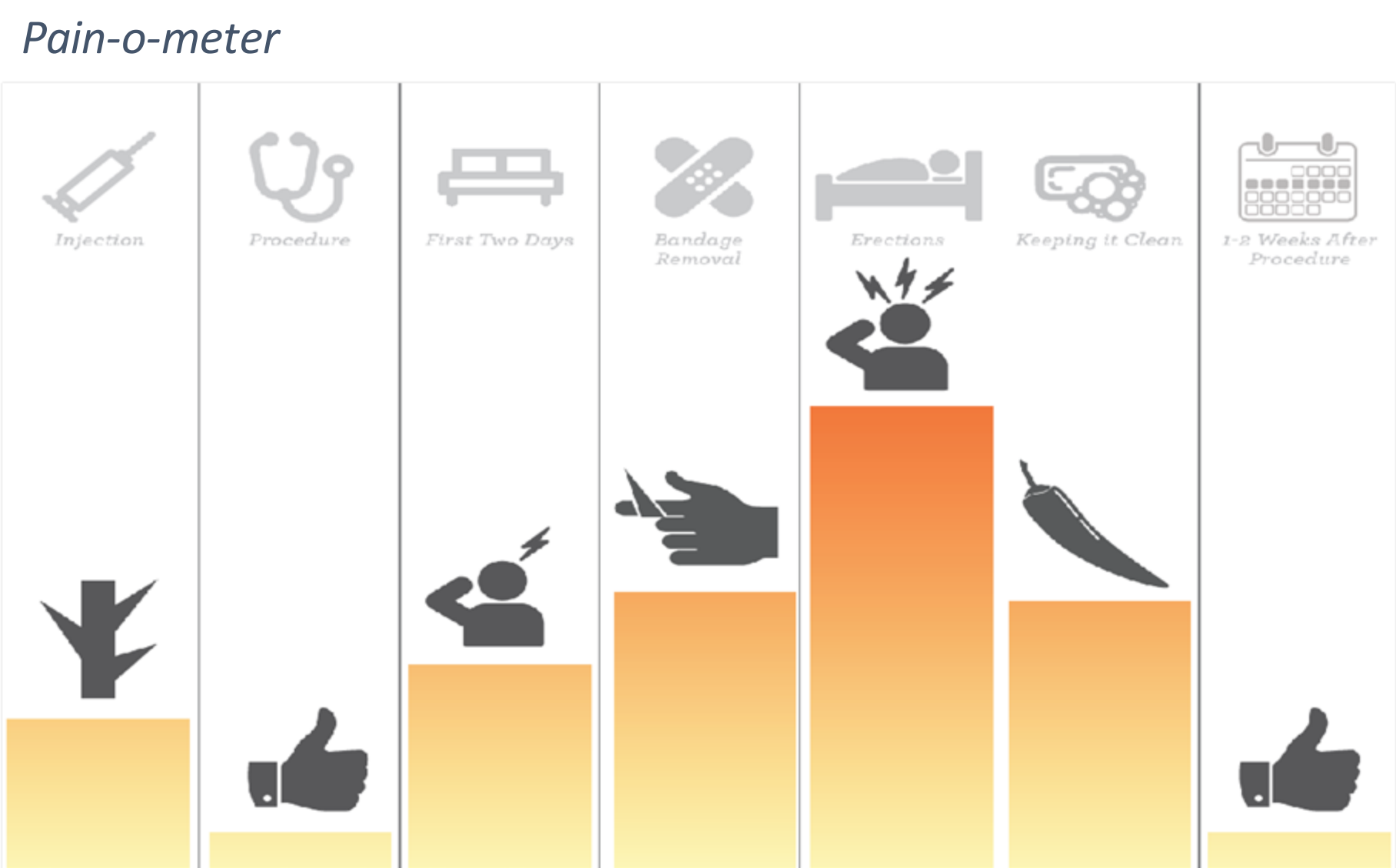
- HCD strategies were further used to design, prototype, and rapidly iterate on interventions based on continuous client feedback.
- Seven interventions emerged and were pre-tested in both rural and urban settings, prioritized based on their usability and acceptability among clients and interpersonal communication (IPC) agents. Among the seven interventions were:" and then list the five bullet points;
 - True or False Wheel-** to dispel myths and misconceptions (see below);
 - Pain-o-meter-** to discuss pain openly and honestly with specific details (see below);
 - Procedure Walk Through-** to help clients understand the steps of the procedure;
 - Buddy system-** to encourage social support; and,
 - 60% Jar-** to address and help men understand the benefits of VMMC
- Interventions were primarily used during peer-to-peer IPC. Ultimately, a majority of the interventions were incorporated into a comprehensive IPC flip chart tool.

FIG 1- TOPICS COVERED IN FLIPCHART

HUMAN CENTERED DESIGN: TOPIC CONCEPT FRAMEWORK



FIG 2- SAMPLE TOOLS

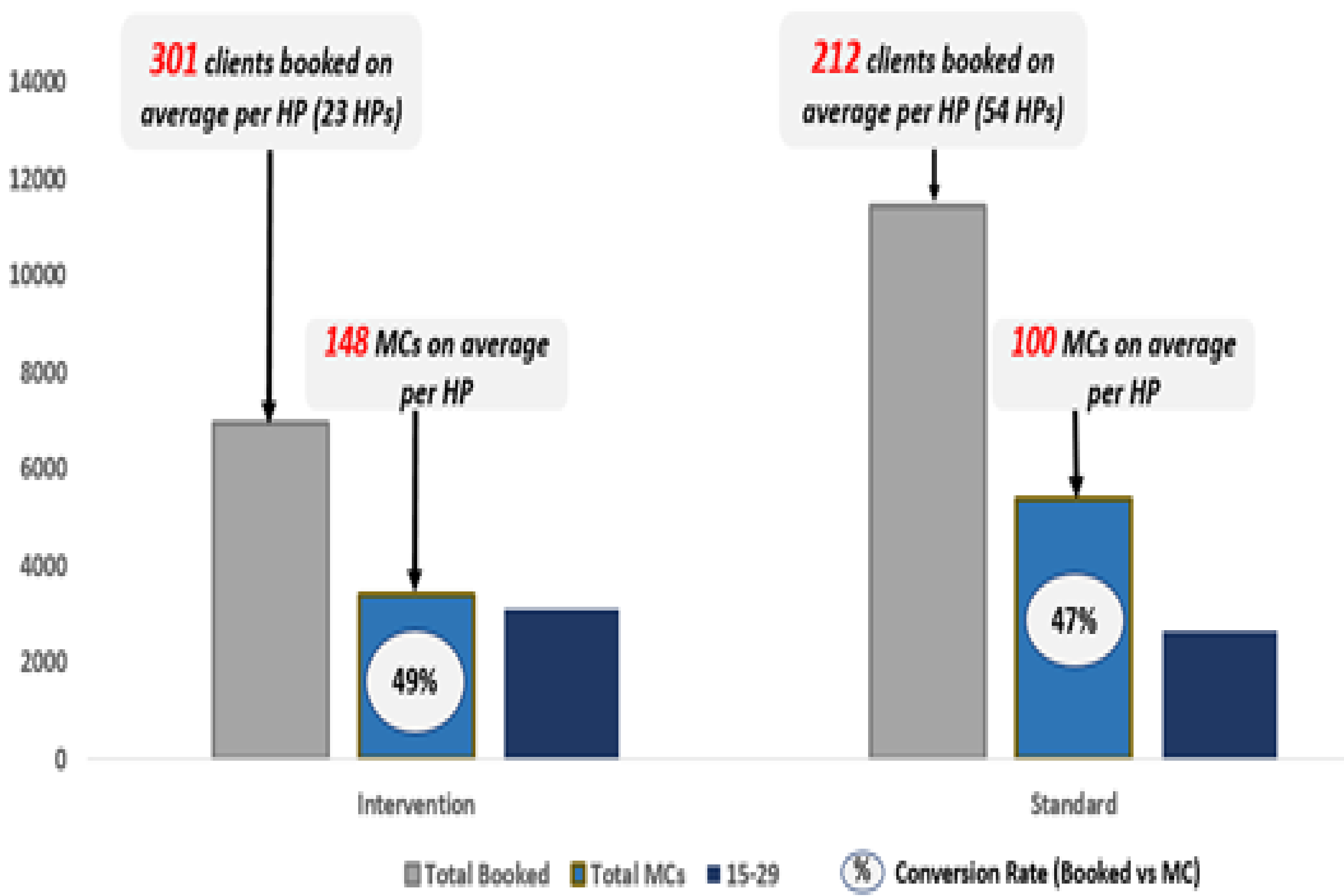


3. RESULTS AND EVIDENCE

A 6-month long IPC pilot in two districts of Zambia was evaluated for both effectiveness (circumcisions/received intervention) and efficiency (circumcisions/appointment) by using a combination of routine program data, service delivery statistics, and qualitative focus group discussions.

- There was a 42% increase in the average number of men booked per IPC agent, from 212/IPC agent to 301/IPC agent;
- A small increase was observed in the overall conversion rate from 47% to 49%;
- An 82% increase was observed in the proportion of clients 15-29 years circumcised (key target group);
- Qualitative results indicated IPCs felt the segmented approach and targeted tools improved their overall success, as they were able to easily identify client segments and deliver appropriate, tailored messages to meet the individual's needs.

FIG 3- PILOT RESULTS



4. LESSONS LEARNT AND RECOMENDATIONS

- A user-centered framework was the most effective and efficient way to create demand for VMMC in Zambia.
- Using tailored messages and tools led to an increase in conversion rate overall and also resulted in substantial increases in circumcisions for 15-29 year age band.
- Using tailored messages and tools could shorten the gap between intention and actual uptake of VMMC and lead to a substantial increase in VMMCs for 15-29-year-olds.
- A human-centered approach demonstrates an important contribution towards eliminating seasonality and can be implemented throughout the year.
- The use of a behavioral framework and private sector approaches can help programs recognize heterogeneity and address it strategically and systematically to influence the adoption of a particular behavior.
- The global SBC community could benefit from a mindset shift that supports comprehensive demand-side thinking, including iterative concept development based on robust user insights and prototyping to fail fast and pursue only solutions that resonate with the end user.

