Human Centered Design approach to demand creation for VMMC in Zambia and Zimbabwe

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IPSOS Market Research

The overall objective is to contribute demand generation insights to help further scale-up of VMMC in Zambia and Zimbabwe
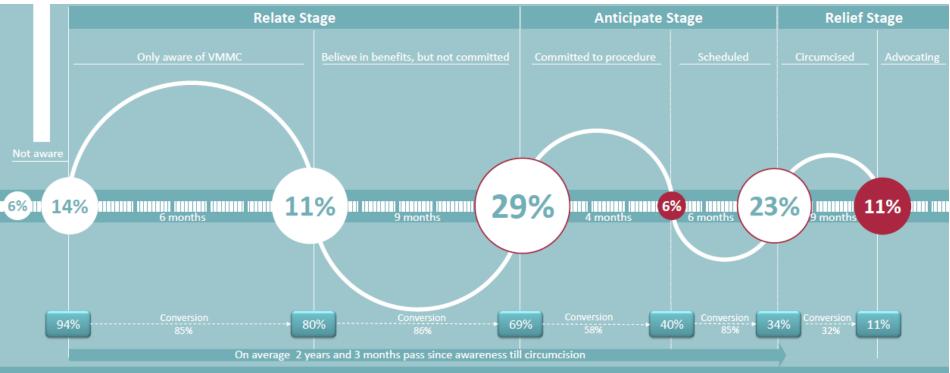
The program has five objectives:

1 **Identify key market insights** to guide development of effective demand creation strategies and communications

2 **Develop market-segmented strategies** for effective demand creation activities and their scale-up

3 **Develop tracking tools** for measuring demand creation activities and ongoing market trends

4 **Identify the role-potential for devices** in demand creation, including forecasting uptake/volumes and developing device introduction strategies

5 **Assess potential & approaches for** sustainable MC solutions (EIMC & EAMC)

- Research took place in Zambia and Zimbabwe from 2014 – 2015 by IPSOS Healthcare with support from the Bill and Melinda Gates Foundation
- The in-depth market insights have been used by both Ministries to inform their communications strategy (further along in Zimbabwe) and by PSI/SFH to develop, pilot, and scale interventions targeting high-risk segments, including men 15-29
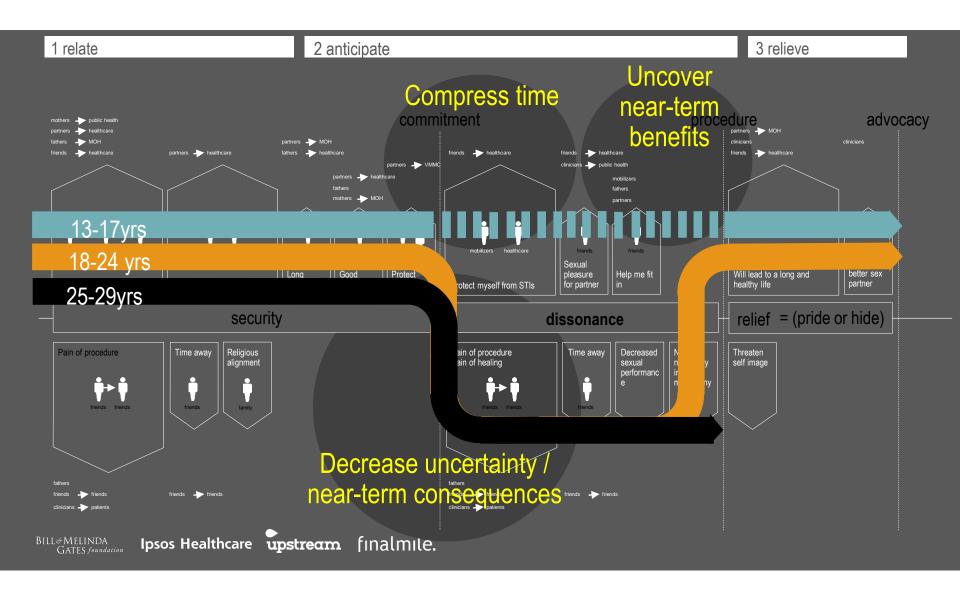
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An overwhelming majority of men in Zambia and Zimbabwe are aware of VMMC and believe in its benefits; however two significant declines are defined on the path: from commitment to scheduling of the appointment and from appointment to advocacy.

	Relate Stage			Anticipate Stage		Relief Stage	
Not aware	Only aware of VMMC		Believe in benefits, but not committed	Committed to procedure	Scheduled	Circumcised	Advocating
6%	14%		11%	29%	6%	23%	11%
		6 months		9 months	4 months	6 months	9 months

94%	Conversion 85%	80%	Conversion 86%	69%	Conversion 58%	40%	Conversion 85%	34%	Conversion 32%	11%

On average 2 years and 3 months pass since awareness till circumcision

Bases: % are calculated based on the sample of all men, excluding those who are non-medically circumcised, n=1793.
Bases for means in months: time between becoming aware to belief in benefits, n=1226; time between belief in benefits to commitment, n=642; time since commitment to scheduling appointment, n=122; time since scheduling appointment to appointment (projection), n=122.

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Research Insight: Compress Time

- **Created artificial deadlines to prompt men to get circumcised**
  - Implemented a time bound Valentine mass media campaign encouraging men to get circumcised
  - 14% increase in uptake among older men compared to same period previous month
  - Revised discussion guide to include time prompters – circumcision before marriage and after spouse delivery

- **Community mobilization activities with mobile service delivery**
  - Mr Smart Fun Days – community owned edutainment events with service delivery
  - Outside radio broadcast shows
  - Community soccer, meetings and edutainment activities targeting out of school
  - Average of 70 men circumcised per Mr. Smart Fun Day event and outside radio broadcast shows

MAN UP AND GET IT DONE THIS VALENTINES MONTH

SPECIAL THIS FEBRUARY!
- Free basic men's health check ups
- Separate waiting rooms for adults
- Extended Opening Hours Saturdays 8am - 1pm

Love yourself and your partner this Valentines by getting circumcised in the special month of love.

Be Smart Get Circumcised Today.

AVAILABLE IN ALL TOWNS, DISTRICT AND MISSION HOSPITALS.   Outreach teams available in your area

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Research Insight: Compress Time

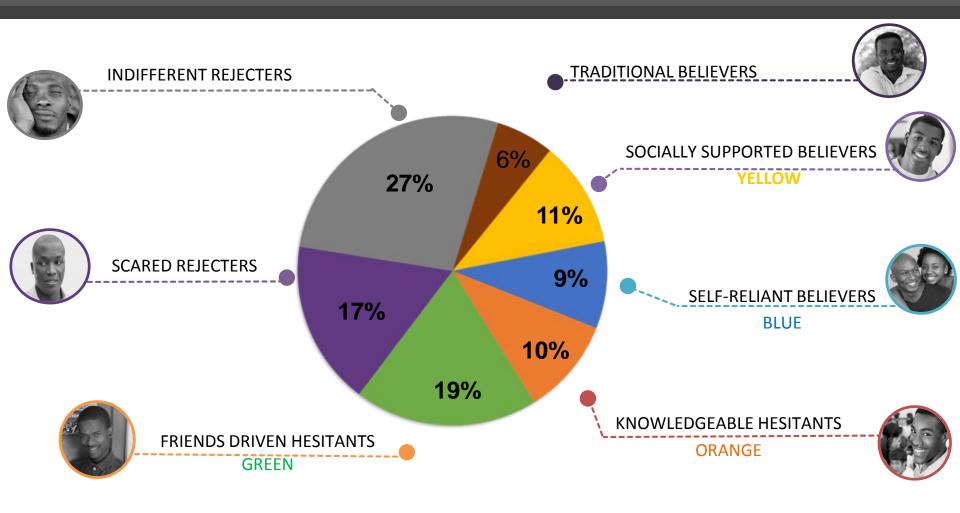- **Activities to attract older men**
  - Preferential treatment for older men at service delivery sites to reduce time
  - Ring mass media campaign promoting time saving benefits of the procedure
  - Basic Men's Health Check-ups as a hook to access services
  - Mobile service delivery during public holidays
  - IPC agents incentivised on number of older men recruited
  - Schedule special circumcision days during the week at formal and informal workplaces

SEGMENT PRIORITIZATION: SEVEN SEGMENTS

INDIFFERENT REJECTERS

TRADITIONAL BELIEVERS

SOCIALLY SUPPORTED BELIEVERS
YELLOW

SCARED REJECTERS

SELF-RELIANT BELIEVERS
BLUE

FRIENDS DRIVEN HESITANTS
GREEN

KNOWLEDGEABLE HESITANTS
ORANGE

6%
27%
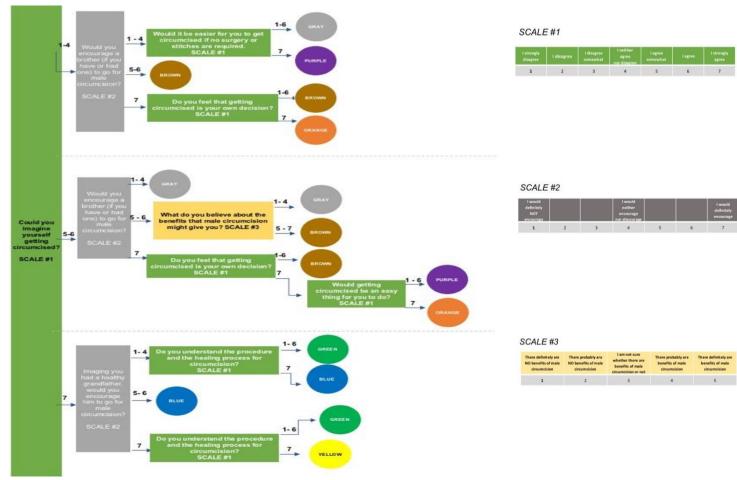11%
9%
17%
10%
19%

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SEGMENT PRIORITIZATION: CRITERIA BY ALL SEGMENTS

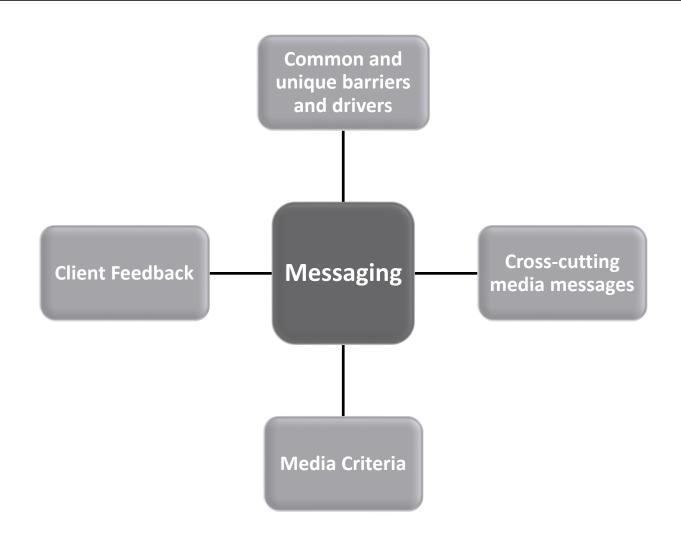| SEGMENT:	% POPULATION	% CIRCUMCISED	COMMITMENT LEVEL	ADVOCACY LIKELIHOOD	SEXUAL BEHAVIOR	PRIORITIZATION
KNOWLEDGEABLE HESITANT	10%	50%	Low	High	Very risky	SELECTED
SELF RELIANT BELIEVER	9%	71%	Very High	High	Very Risky	SELECTED
FRIENDS DRIVEN HESITANT	19%	14%	Conflicted	Medium	Average	SELECTED
SOCIALLY SUPPORTED BELIEVER	11%	56%	High	High	Very Risky	SELECTED
INDIFFERENT REJECTER	27%	6%	Very Low	Very Low	Low Risk	LOW MOTIVATION
SCARED REJECTER	17%	10%	Very Low	Very Low	Low Risk	LOW MOTIVATION
TRADITIONAL BELIEVER	6%	71%	Very High	High	Low Risk	HIGH MOTIVATION

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SEGEMENTATION TYPING TOOL

REVISED TYPING TOOL

HCD APPROACH: CONCEPT IDEATION AND PROTOTYPING

Focus Area
- Used behavioral economics triggers from journey mapping, in combination with highest priority topics uncovered, to generate a list of focus areas

Prompts
- Went through ideation for concepts, picked best ideas in plenary, asked participants to use prompts (how the client can see, touch etc.) to ideate each concept

Criteria
- Developed criteria and rules to narrow the ideation output and to select concepts to move forward
- Selected a small set to pitch to clients

Client Feedback
- Get a 'gut check' on the messaging by giving visiting clients 2 minute pitches of concepts
- Refined and dropped based on feedback

Physical Prototyping
- Went through 2 rounds of physical prototyping in small groups, which fed into development of final concepts to be tested in the field

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HCD APPROACH: PRE-TESTING CONCEPTS

PROCEDURE WALK THROUGH

TRUE OR FALSE WHEEL

SEX WHEEL

BUDDY SYSTEM

60% JAR

VIP WAITING ROOM

PAIN-O-METER

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SUMMARY

- Segmentation enables better identification and targeting of potential clients
- High risk and highly impactful age group 15-29 years represent a large majority of the selected segments
- Target messaging based on segment allows health workers to address specific barriers and reduce IPC session time
- HCD approach generates demand creation activity ideas throughout the year - not dependent on school campaign months ensuring older men are also reached
- Mapping man's pathway helped to identify appropriate times and points to place interventions
- Better understanding of man's journey helped create suitable activities to address clients' needs along the journey
- Compressing time acts as a final nudge to get circumcised

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APPENDIX

Samples in Zambia (Zimbabwe nearly the same)

- **Qualitative Path to VMMC & Behavioral Economics**
  - Path to VMMC Interviews
    - n=75 men, circumcised & uncircumcised in 6 provinces, interpersonal influencers and community influencers
  - Behavioral Economics Ethnolabs
    - 15 groups of 10 men (n=150), 3 groups of female partners and providers, each (n=30, each)
- **Quantitative Path to VMMC & Segmentation**
  - Uncircumcised & circumcised boys/men, ages 15-29; n=2,000 population-proportional to MC targets by district
- **Device Forecast**
  - Uncircumcised boys/men, ages 10-49; n=1,250 population-proportional to MC targets by district (parents included for boys)
- **Qual & Quant Sustainability Research**
  - **Qualitative Interviews**
    - 18 Fathers & Mothers each, 9 Grandfathers & Grandmothers each, 18 Neonatal / Antenatal HCWs and 8 trained providers of EIMC, 6 Ethnolab groups of 8 mothers and fathers, each, in 3 provinces (n=96)
  - **Quantitative Survey**
    - Mothers & fathers expecting baby boy or unknown sex or have baby boy 1-2 months old; n=500 mothers & 500 fathers

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