

# Best Practice and Innovations for HIV Programming: VMMC



## Project 281K Implementation: Best Practices

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# VMMC/Campaign Background

Winter Campaign 2017



## Project 281K

South Africa's National VMMC Programme was established in 2010 and has cumulatively circumcised over 3,7 million men to date. In the eight years since its implementation, an estimated 428,000 new HIV infections have been averted in South Africa as a result of these VMMC efforts. The program primarily targets HIV negative sexually active males

Following a decrease in program performance towards target during 2015 and 2016 financial years, a mechanism to deal with the backlog and improve performance was agreed upon i.e Project 281K to be implemented as a winter campaign (April-July 2017) The key challenge was and remain a decline in demand for VMMC services

Over the 4 months period, by the end of July 2017 the Project achieved 296,850 medical male circumcisions nationally against the target of 281,000. That represented 106% performance against target, a huge success. A far better performance against same historical periods of program implementation.

### Project Priorities

- Centralised management and bi-weekly progress monitoring/analyses
- Development of District Task Teams for districts with high target allocations and HIV prevalence
- Encouragement of partner collaboration and communication
- Designated materials and staff support for identified high-performing initiatives (e.g. social mobilisation/mass media adverts/voucher interventions)
- Special focus on under-performing districts and sub districts

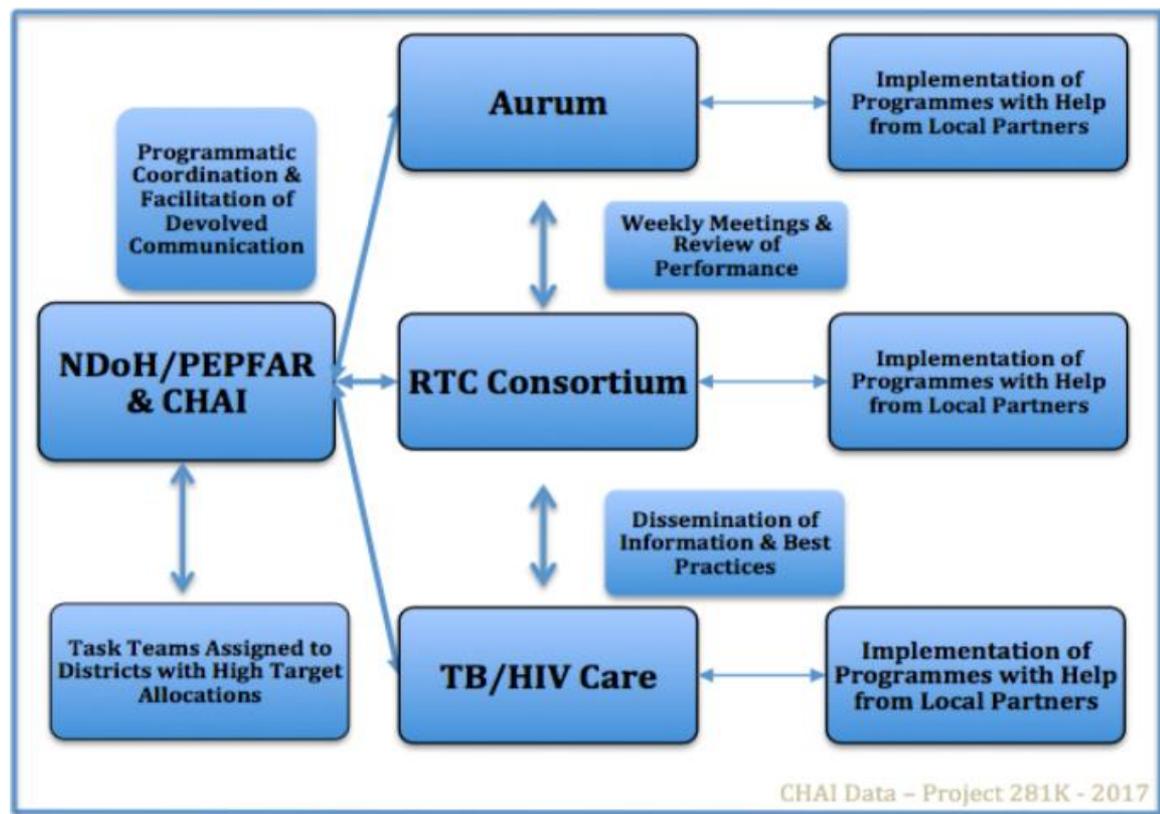
### Cycle of Performance Management



### Data Collection and Analyses Priorities

- Partnership with Traditional Leadership and captured audience settings ( hostels, taxi ranks etc)
- Designated material and staff support for identified high-performing initiatives (e.g. social mobilisation/mass media adverts/voucher interventions)
- Implementation of various voucher initiatives in low-performing/high-incidence districts
- Flexible budgeting and resource/staff allocations for an able environment especially for challenged districts

### Project 281K's Communication Channels



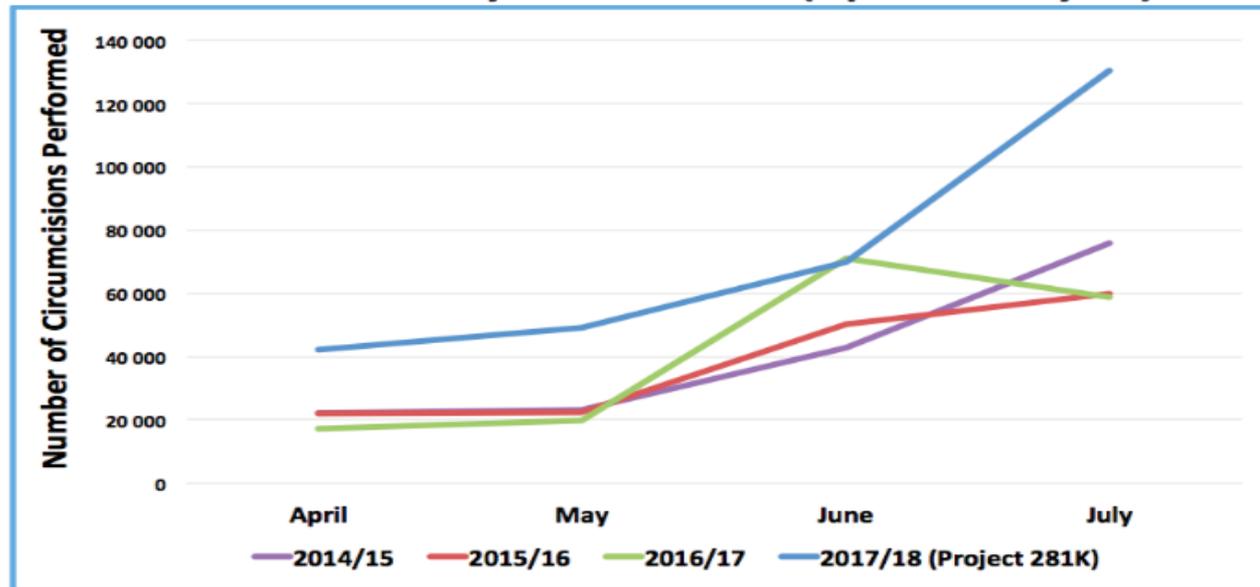
CHAI Data - Project 281K - 2017

# Key Results

## Project 281K

The NDoH, PEPFAR agencies and implementing partners responsible for the implementation of Project 281K oversaw the performance of 296,850 VMMCs (106% of the target) over the four months designated to the project. Though June and July performance has historically produced the programme's highest totals, the 281K performance throughout this period was unprecedented.

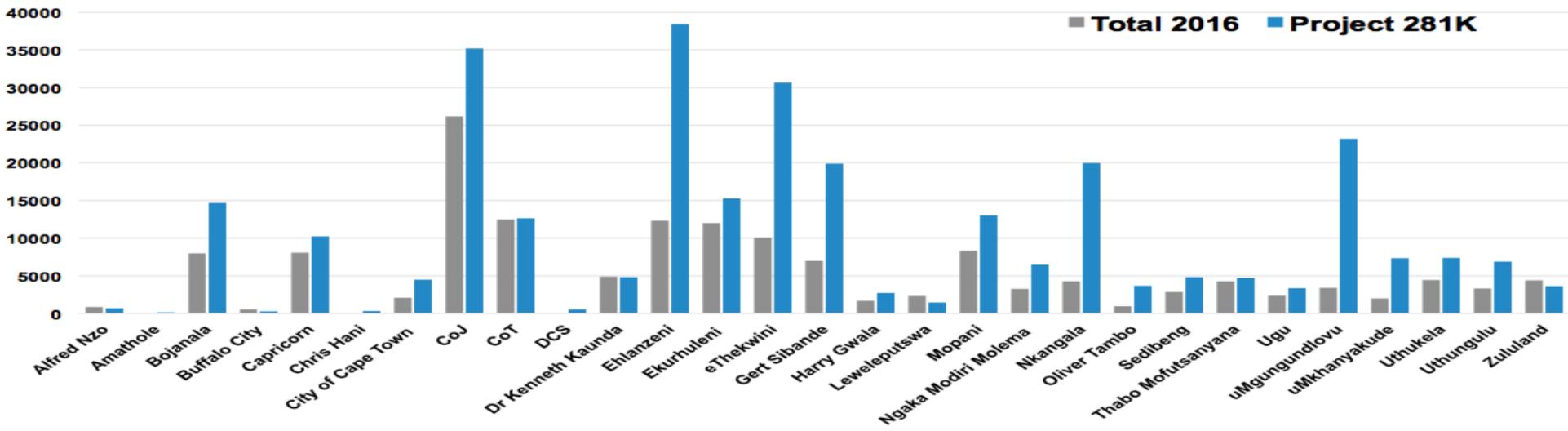
**Historical Monthly Performance (April 1 – July 31)**



# Key Results (continued)

## Project 281K

### Historical District Comparison for the Period of April 1<sup>st</sup> – July 31<sup>st</sup>



The total quantity of VMMCs conducted for this period generated over 130,000 more than the next-highest recent historical aggregate recorded during the winter period. This improvement represents a notable 83.5 per cent increase when compared to the mean performance tally accumulated between April 1<sup>st</sup> and July 31<sup>st</sup> over the previous three Financial Years.

## Management and Communication

- Sustain the system of centralised NDoH management that proved vital to the success of Project 281K
- Retain a set schedule for meetings between partners and the NDoH to ensure monitoring processes can be constantly updated using best practices while fostering a sense of collective responsibility through continuous communication amongst various stakeholders
- Formalise communication channels and partnerships with traditional leaders/champions to ensure sustained collaboration with the VMMC Programme
- Ensure District VMMC Task Teams are organised and implemented within priority districts

## Monitoring and Evaluation

- Enhance the workings of the DHIS centralised data system to compliment improvements in speed and accuracy of partner/NDoH data collection and analyses
- Develop data collection standards and indicators to ensure demand generation initiatives can be assessed rapidly within a multi-sector context
- Improve responsiveness of national, provincial and partner AE and CQI reporting systems as well as the communication surrounding other safety concerns
- Improve iterative processes and pre-production strategies to improve the performance of DG activities

## Programmatic Organisation

- Continue to promote circumcision during the winter months through the production of a concise seasonal campaign capable of both generating and balancing demand for VMMC
- Formally connect channels of supply-chain management and VMMC procedures to the demand generation sector
- Map programme gaps to ensure comprehensive segmentation and multi-sector programming can take place throughout SA
- Facilitate the uptake of research capable of informing the partners and NDoH of contemporary trends and developments within the target population

# Summary of Key Points

## Project 281K



1. The promotion of consistent, structured monitoring and analyses of data ensures that successes are replicated across provinces and districts and challenges are rapidly identified and corrected
2. Maximising the impact of social mobilisation units through specified training sessions and pre-deployment targeting can improve national and district-specific performance optimisation
3. Investment in demand generation activities prior to and throughout the campaign ensured sustained interest in VMMC amongst men beyond the early adopters subset



THANK YOU