



South Africa Voluntary Medical Male Circumcision Partnership

Cardno manages U.S. Centers for Disease Control and Prevention’s (CDC) and the President’s Emergency Plan for AIDS Relief’s (PEPFAR) Office of the U.S. Global AIDS Coordinator and Health Diplomacy (S/GAC) inputs to the South Africa Voluntary Medical Male Circumcision Partnership.

A man uses a cell phone. © 2004 David Alexander, Courtesy of Photoshare.



Overview

The South Africa Voluntary Medical Male Circumcision (VMMC) Partnership is the second phase of the original Blue Label Media VMMC project that concluded in 2017. Phase 2 of the project, which started in April 2018, includes partners AURUM Institute, Blue Label, and CDC South Africa. The partnership aims to generate demand for, and supply of, VMMC services to men through targeting mobile customers in HIV burden districts with HIV awareness and prevention information. The partnership is creating linkages between demand created and the uptake of VMMC services at health facilities. The target audience is men aged 15 to 34 years. Implementing partner Blue Label will work closely with CDC South Africa along with the National Department of Health to deliver on partnership goals.

Partners:

AURUM Institute, Blue Label Media, National Department of Health



Sector:
Health

Key Services:

- > Partnership Management
- > Monitoring, Evaluation, and Reporting
- > Communication & Knowledge Management



Location:
South Africa



Award Value:
US\$300,000

Client:

U.S. Centers for Disease Control and Prevention (CDC), CDC South Africa



Duration:
April 2018 – March 2019

Phase 1: Background

From December 2016 to September 2017, PEPFAR supported a partnership among CDC South Africa, the AURUM Institute, and Blue Label Media to develop tailored marketing and communication strategies to create demand for VMMC services amongst the male population using prepaid bulk airtime vouchers. According to marketing studies conducted by Blue Label Media, South Africa has about 34 million pre-paid airtime users – nearly 80% of the total mobile users in the country. Almost 70% of those users observed messages on the vouchers. The vouchers were successfully able to penetrate remote and rural areas throughout South Africa. This initial project is referred to as “Phase 1.”

Phase 1: Results

- 106,282,000 airtime vouchers distributed in 27 PEPFAR priority districts with HIV awareness and prevention messaging.
- 114,139 USSD call activations by targeted public to learn about VMMC services.
- Establishment of call center to provide information on HIV prevention and linkages to clinical services, including VMMC.

Phase 2: Start-Up

As the partnership moves into Phase 2, the focus has shifted to the rollout of project interventions aimed at generating demand for VMMC services among males aged 15-34 years, including facilitation of appointments at health clinics in 27 PEPFAR priority districts throughout South Africa.

As of June 2018, the partners, including the South African National Department of Health, continue to work collaboratively to establish goals and objectives that clearly articulate how they will attain increased use of public health services via printed airtime vouchers and airtime incentives.

The partnership aims to create a comprehensive monitoring system.

Cardno's Roles

Cardno's P4 Project will play multiple concurrent roles throughout the duration of this partnership. Key responsibilities include:

- Provide technical assistance to partners in performance and program monitoring to ensure that scheduled implementation is on track and reaching targets.
- Work with partners to design and execute the project results framework and performance monitoring plan.
- Work with partners to identify roles and responsibilities in generating and reporting data at every level of project implementation.
- Facilitate and develop a performance management system to collect, aggregate, analyze, and report data to show accountability of project results.
- Work with partners to develop performance indicators with definitions, data collection and reporting strategies, and set up targets for monitoring performance of airtime voucher dissemination and implications.
- Identify and introduce data management solutions to provide validity and reliability on PEPFAR MER2.0 standard and custom indicators in consolidating results across all points of data collection, ranging from pre-paid voucher distribution, retail locations, and the call center dashboard, to VMMC services uptake records at clinics.

The performance monitoring plan will provide information required to facilitate partnership management decisions, improve operations, identify performance gaps, and set realistic and measurable objectives in achieving goals.

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