

2016 VMMC Demand Creation Brief for community based edutainment activities

1.0 Background

PSI has been conducting road shows annually with the objective of increasing VMMC awareness in the communities. The main indicator that was being tracked was the numbers reached with the intervention. Community based road show companies used to be engaged for this activity. During the road show session the IPC agents were encouraged to talk to clients and recruit potential clients from the crowd. With the introduction of the roving teams for service delivery it will be beneficial for PSI to partner with a local NGO that specialises in edutainment and integrate with the roving teams. Other than measuring the success of the intervention using the numbers reached with key messages alone we can combine it with the successful circumcision done the week of the session.

2.0 Project Description

The project seeks to generate demand and increase uptake of VMMC services through the development and execution of edutainment activities in all the 10 provinces in Zimbabwe. The program is designed to ensure that there is continuous flow of clients after the August school holiday campaign.

PSI will partner with an edutainment implementing partner to conduct community level sessions with men on VMMC whilst PSI through its roving team offer service delivery. Demand created by the implementing partners should be immediately supported by VMMC services in the area.

The project will reach **44 750** individuals in eight weeks, conduct **895** shows reaching **50 people per show, 15 successful recruitments per session (13,425)**.

3.0 VMMC Summer Campaign Objectives

- To integrate key message delivery and service delivery
- Increase proportion of the target population who take up VMMC.
- To successfully refer at least 13, 425 clients during the 2 months of intervention

4.0 Target audience

Primary Target

- Men aged between 10 -29 years' old
- Women as mothers

Secondary Target

- Women as mothers and spouses
- Adult males as fathers
- Young boys as beneficiaries

5.0 Areas to be covered

Province	District	Number of shows
Mat.South		
	Umzingwane	25
	Bulilima	25
	Gwanda	25
	Insiza	25
	Mangwe	10
Total sessions		
Bulawayo	Bulawayo	25
Harare	Harare	25
Mat. North	Tsholotsho	25
	Hwange	10
	Bubi	10
	Nkayi	25
Total		
Manicaland	Makoni	25
	Mutare	25
	Mutasa	25
	Chipinge	25
	Buhera	10
Total		
Mash.West	Makonde	25
	Hurungwe	25
	Zvimba	10
Total		
Midlands	Gweru	25
	Zvishavane	10
	Kwekwe	25
	Shurugwi	10
	Chirumhanzu	25
	Gokwe North	25

Mash.Central	Bindura	10
	Mazowe	25
	Shamva	10
	Mt Darwin	25
	Centenary	25
Masvingo	Masvingo	25
	Chivi	25
	Gutu	25
	Chiredzi	25
	Mwenezi	25
Total		
Mash.East	Marondera	25
	Goromonzi	25
	Chikomba	10
	Seke	10
	Murehwa	10
	Mutoko	25
	Mudzi	25
	Hwedza	25
Grand Total		895

6.0 Creative Considerations

- Key messages will be based on the commonalities on all the three key IPSOS based segments
- The campaign tone should be positive and reassuring that VMMC is effective in reducing HIV transmission by 60%.
- The sessions should highlight on key messages about VMMC and clear myth and misconceptions on issues to do with pain and VMMC procedure.
- The activities include Dramas, question and answer, music and dance and open discussions
- The maximum time of execution for each show per location should be **35-40 minutes**. A **Discussion Guide** will be provided for standardization of sessions
- During the question and answer session, the Implementing Partner is to **give prizes** in the form of promotional materials which will be allocated to them on being contracted
- **Banners and posters** will also be provided for display at the venue of the shows for visibility and VMMC fliers will be distributed. Community based organisations are recommended for the job

7.0 Timelines

- The Roadshows are expected to commence on the **01 September for 8 weeks**.

- Identified Implementing partner (IP) should be **trained the week beginning 29 August** with the intention of starting implementation upon signing of the contract.
- **Event monitoring tools** are to be submitted on the 28th of each month to allow data to be captured in the PSI data base
- A comprehensive **report** together with banners and all remaining promotional & IEC material should be submitted to PSI within a week of completion.

8.0 The Campaign Budget

The amount should cover all costs to be incurred by the contracted organisations i.e. the quotation amount (roadshow rate) must be an **all-inclusive rate**.

NB. PSI does not pay extra amount for the Instruments (e.g PA system & vehicles) used during the roadshow or drama sessions.

Payment will be based on successful recruitment of client for VMMC procedure.

9.0 Staffing

- **Community based organisations** are recommended for the job
- The individuals should appeal to the rural target audience and be fluent in vernacular/dialect of areas to be implemented, adaptable, entertaining, engaging and have acting skills,
- Support will be provided by the PSI Program Officers for the respective areas during the duration of the campaign

10.0 Implementing Partner selection criteria

- Existence of a **constitution**, PVO number or Deed of Trust
- Past experience in Community HIV/AIDS prevention work and dramas in the province
- Experience in reporting writing, budgeting, developing work plan of activities are added advantages

11.0 Selection Criteria, the selected IP must

- Be a structured group with formal structures, preferably a local NGO.
- Proof of registration as an NGO
- Past experience in IPC work a must. Demonstrate your experience in conducting dramas, edutainment and small group discussions
- Reference letters from other donor organizations whom you have worked with.