

# Impact of Brothers for Life on Intention for Medical Male Circumcision

Richard Delate

Managing Director: Johns Hopkins Health and Education in SA

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# Recognition and appreciation

Maria Elena Figueroa and D. Lawrence Kincaid  
Department of Health, Behavior and Society  
Center for Communication Programs  
Johns Hopkins University, Baltimore MD USA

And

Mai Do, University of Tulane

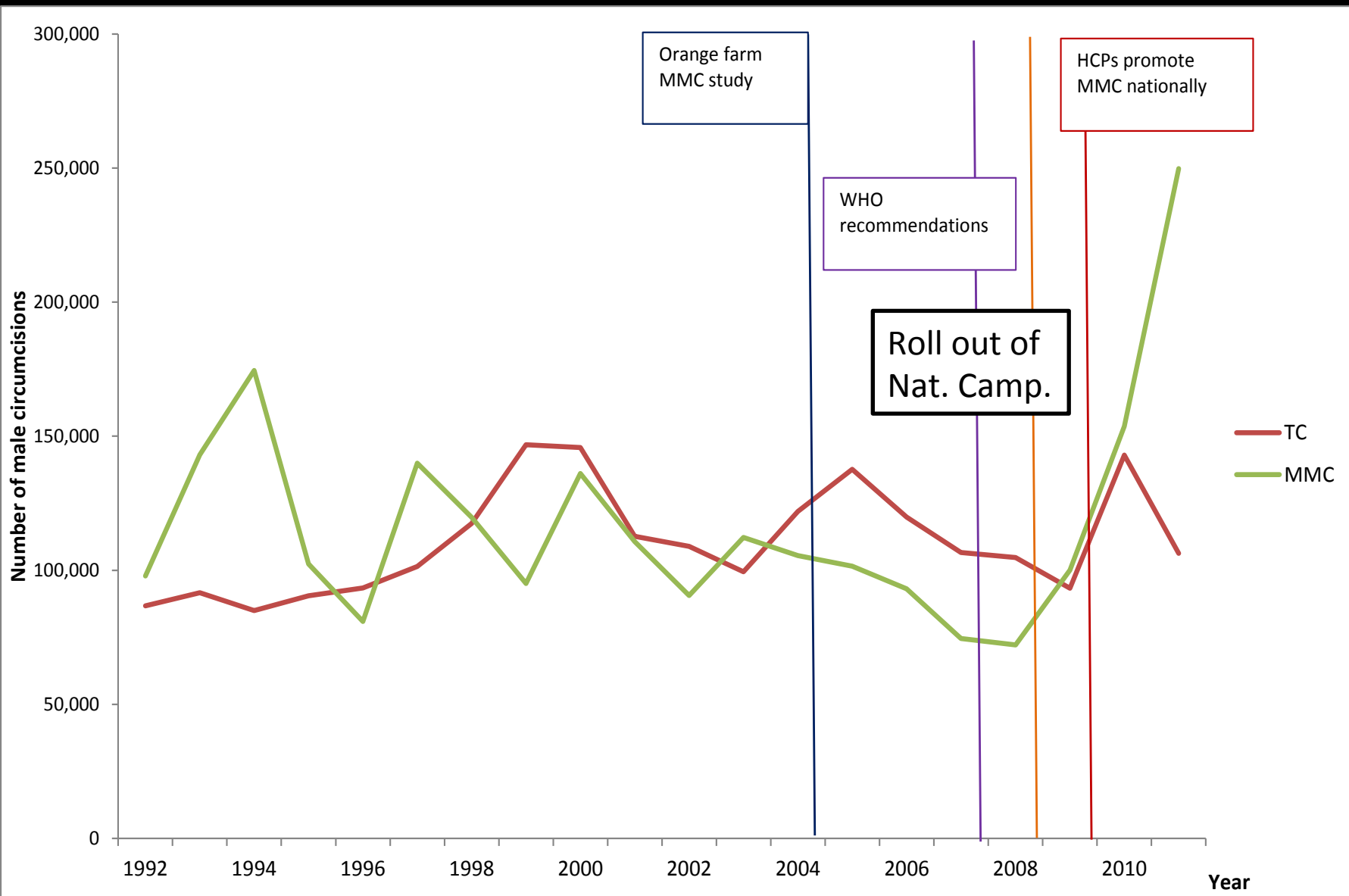
Saul Johnson, Sarah Magni, Zipho Dube, Health and  
Development Africa

Helen Hajiysiannis, Pumla Ntlabathi, Laura Meyers, CADRE

Lusanda Mahlasela, JHHESA


# THERE HAS BEEN A HUGE UPTAKE IN VMMC SINCE 2009

## 1.4 million circumcisions since 2010



# Brothers for Life

- Nat'l campaign launched August 2009 promoting health of South African men focused on HIV
- 1<sup>st</sup> SBCC campaign focused on men
- VMMC campaign launched in 2011, combining mass media with community mobilisation and advocacy
  - Raise awareness about benefits of MMC and generate demand




“ THERE IS A NEW MAN  
IN SOUTH AFRICA.  
A MAN WHO TAKES RESPONSIBILITY  
FOR HIS ACTIONS.  
A MAN WHO CHOOSES A SINGLE PARTNER  
OVER MULTIPLE CHANCES WITH HIV.  
A MAN WHOSE SELF WORTH  
IS NOT DETERMINED  
BY THE NUMBER OF WOMEN HE CAN HAVE.  
A MAN WHO MAKES NO EXCUSES  
FOR UNPROTECTED SEX,  
EVEN AFTER DRINKING.  
A MAN WHO SUPPORTS HIS PARTNER  
AND PROTECTS HIS CHILDREN.  
A MAN WHO RESPECTS HIS WOMAN  
AND NEVER LIFTS A HAND TO HER.  
A MAN WHO KNOWS THAT  
THE CHOICES WE MAKE TODAY,  
WILL DETERMINE WHETHER WE SEE TOMORROW.  
I AM THAT MAN.  
AND YOU ARE MY BROTHER.

”

*Yenza kahle!*  
Do the right thing

Send a 'please call me' to 072 924 2559 or visit [www.brothersforlife.org](http://www.brothersforlife.org) to join the **Brothers for Life** movement.



**BROTHERS  
FOR LIFE**

# Target Audiences

- Primary Audiences:
  - Youth 15 – 24
  - Men aged 25+
- Secondary Audiences
  - Women of a sexual and reproductive age
  - Policy and decision makers
  - Traditional leaders and structures
  - Government Departments

# Campus MMC Campaign

Campus Health  
Service

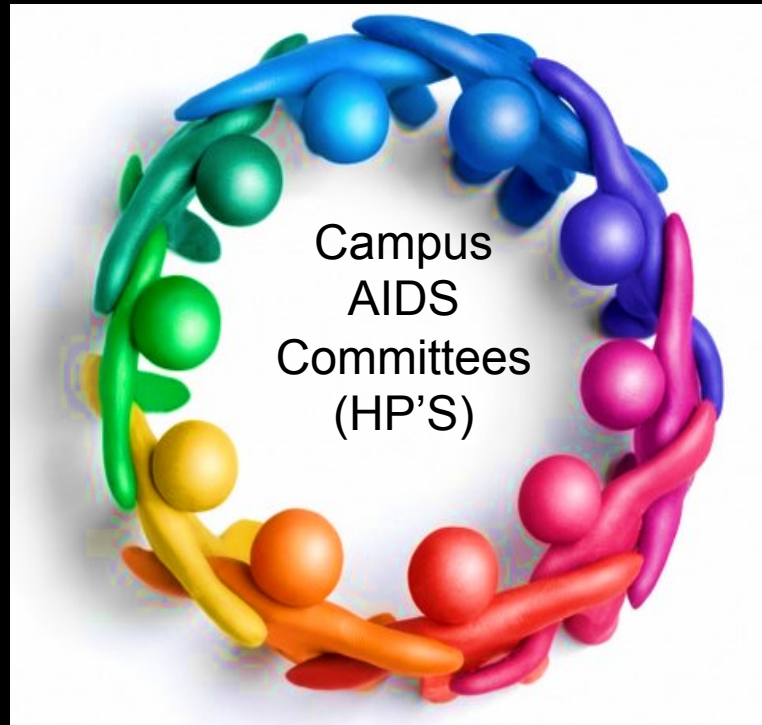


Training Peer  
Educators

MMC Service  
Provider

Identify and train  
VMMC Champions

Outreach Activities  
-HCT Referral  
-Condoms



Digital Media

Resident  
Workshops  
-HCT  
-Referral  
-Condoms

Campus Radio  
Talk Shows  
Promotions

Campus Media  
-Murals  
-Campus  
Newspapers

# Information Resources

- Demand creation and post-op brochures
- Flip chart supporting group counselling
- 3 posters
- Billboards at sites and in high commuter areas around sites



## CARING FOR YOUR WOUND AFTER BEING MEDICALLY CIRCUMCISED

This information sheet is designed to help you in caring for your wound after you have been circumcised. Please read this very carefully and follow the advice provided as it is important to prevent your wound from getting infections and ensure your full recovery. This information sheet only provides advice or guidance. If you experience any complications please visit your local clinic. At the end of this brochure your service provider will indicate the dates for your follow-up visit to your local clinic.



**THE TIME IS NOW**  
**GET FREE MEDICAL**  
**MALE CIRCUMCISION**  
SMS "MMC" TO 43740 FOR YOUR CLOSEST CLINIC

*Yenza kahle!*  
Do the right thing

[www.brothersforlife.org](http://www.brothersforlife.org)



**THE TIME IS NOW**  
**KNOW YOUR HIV**  
**STATUS, TOGETHER**

*Yenza kahle!*  
Do the right thing  
[www.brothersforlife.org](http://www.brothersforlife.org)



# Post-Circumcision Support for men

- Database provides ongoing messaging to clients regarding post-op care and support
- Send to 071 454 9042 to receive messages from day 1 to week 6 on caring for wound and delaying sex



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FOR YOUR WOUND  
**AFTER BEING**  
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# Selected Objectives

## Behavioural prevention:

- Increase condom use with all partners
- Promote partner reduction multiple

## Biomedical prevention to Increase:

- Knowledge of HIV benefits of MMC
- Medical male circumcision
- HTC
- Awareness of linkages between HIV/TB
- Knowledge of signs and symptoms of TB and other OIs

# 2012 Survey Research Methodology

- Nat'l survey of men and women, 16 to 55 representing population of 28,087,988<sup>1</sup>
- Multi-stage, stratified probability sample of 10,034 men and women in all 9 provinces
- Data collected by Freshly Ground Insights (FGI) with Health and Development Africa (HDA)
- Face-to-face interviews in each household conducted between February and May, 2012, by FGI
- Joint funding from USAID (PEPFAR), Soul City, loveLife, Department of Health

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<sup>1</sup> Weighted by sex, age, race, and province  
(based on StatsSA's 2007 Community survey)

# Qualitative Research

## *Focus group discussions*

- 13 FGDs in 7 South African provinces.
  - 9 conducted with men
  - 4 conducted with women
- Participants aged 18 to 24 years; and 25-35 years
- Reception analysis component involved **aided** and **unaided** recall, with some materials shown (e.g. TV and radio adverts, images of billboards)
- Brochures & other print material examined using the uses and gratification approach

# Brothers for Life



Logo



Manifesto advert

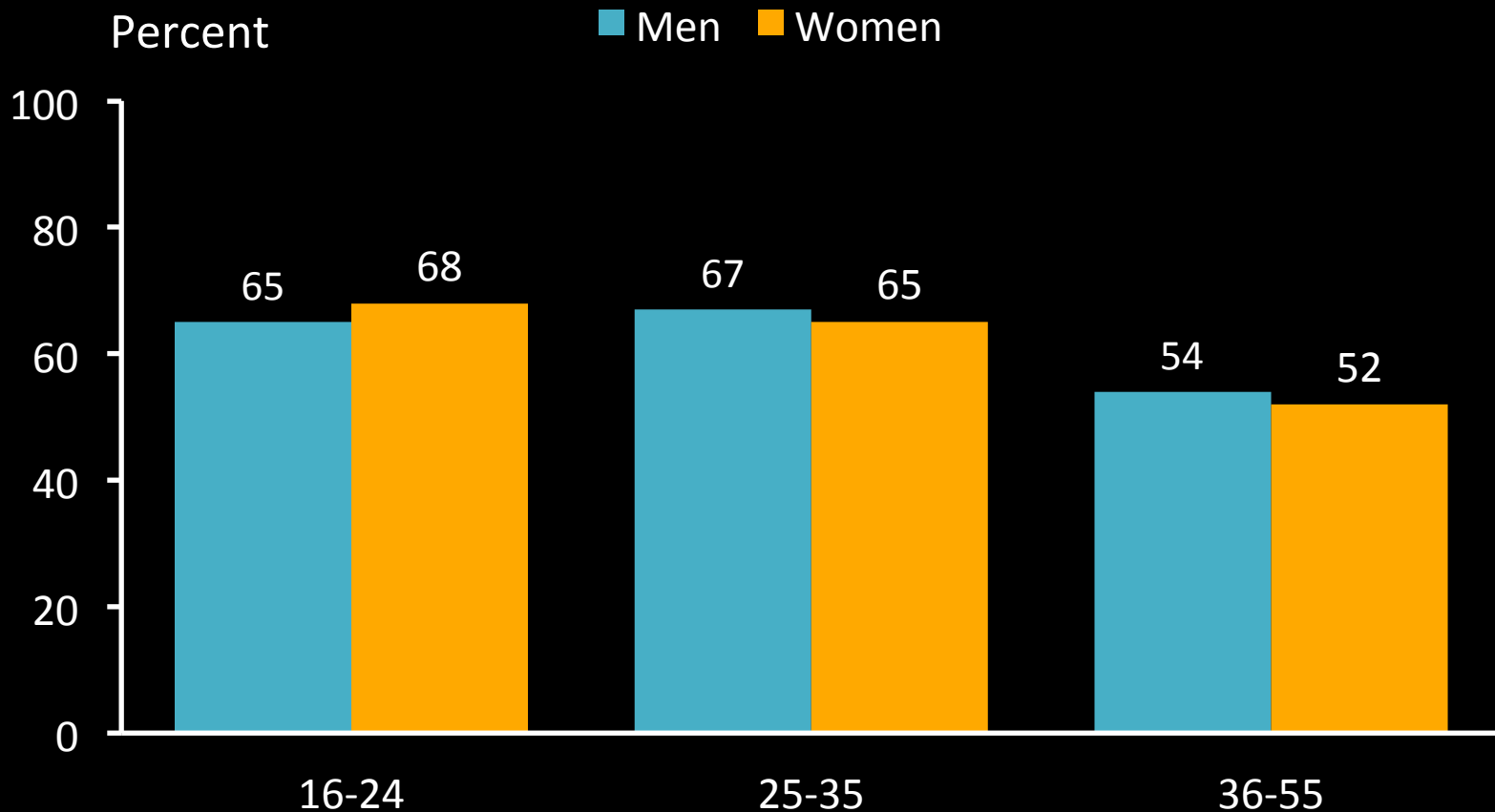


World Cup advert



Patrick Shai advert

# Percent exposed to Brothers for Life, by Age Group




Total sample=10,034; equivalent to 28,087,988 men and women aged 16-55 years.  
Exposed to any component: 6,277; equivalent to 17,341,041 (8,462,722 men and 8,878,319 women 16-55 years old.

The one I know is the one (TV Advert) about circumcision and I know a lot of people that ended up going to get circumcised at the clinic after seeing that advert, I have a couple of friends that went to be circumcised (Carltonville, GP).

I have used the brochure to help encourage someone to get circumcised. He got circumcised at the clinic next door.

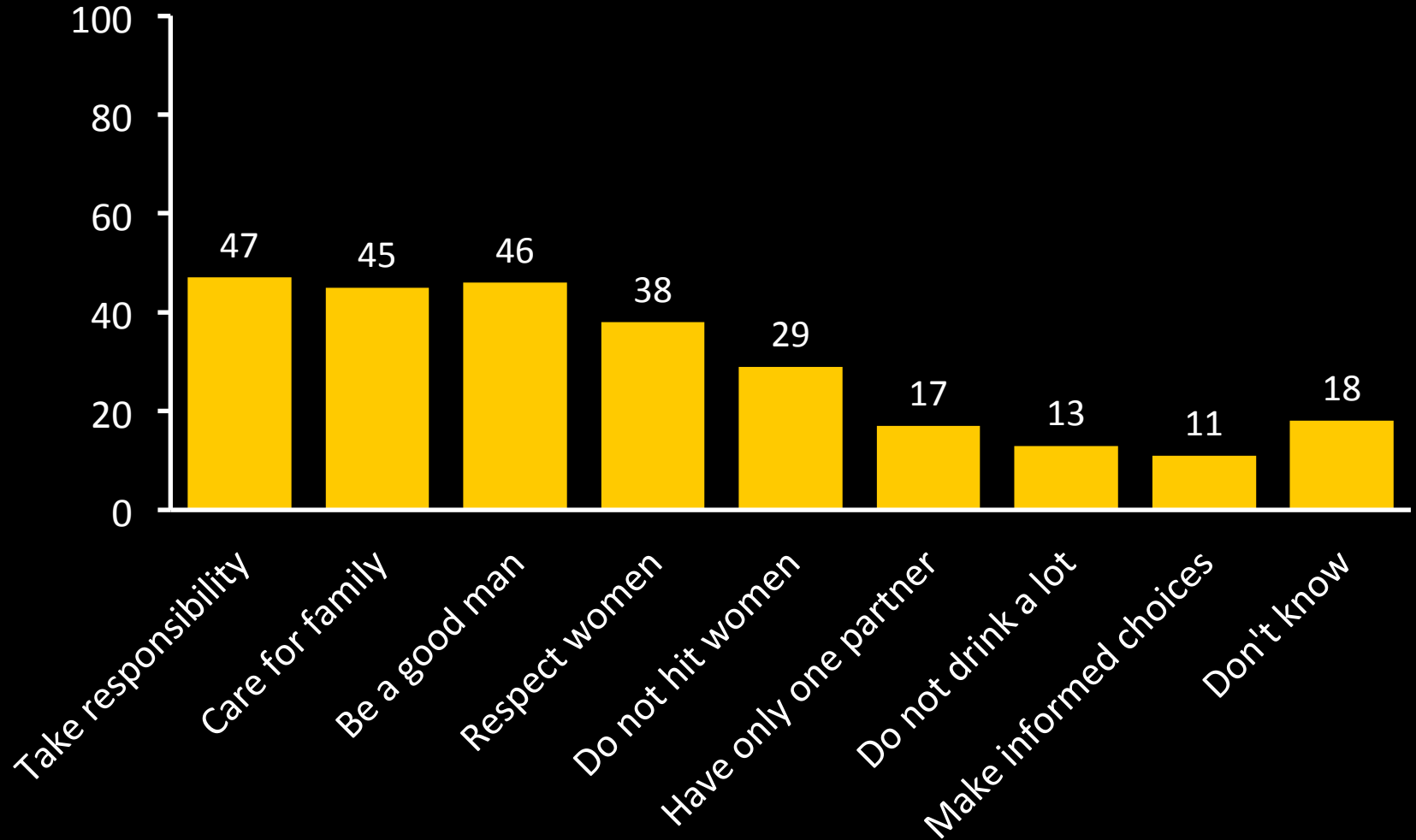
*You see when it comes to marketing and the Road shows, they are good, so we get the information in the street wherever they are, and we're talking newspapers, media, talking of flyers, billboards things like that. But where you get to chat to them eye to eye, mouth to mouth is at the Road show"*  
**(FGD, Welkom, FS).**



Social Mobilisers  
visible and active

# Meaning of Brothers for Life (unaided)

Percent



n= 6,277; equivalent to 17,341,041 men and women ages 16-55.



# Meanings of Brothers for Life

They recruit people to go get circumcised .. which is a good thing, when you look at the other health centres which have been there for years but never really encouraged anyone to get circumcised like this organization called, what is it called.. 'Brothers for Life'"

# IMPACT on INTENTION to CIRCUMCISE

**Direct impact** on intention to get circumcised

- **Men exposed** to campaign were **1.4 times more likely to intend** to get circumcised

**Indirect impact through Men's attitude**

- Men exposed more likely to have favourable attitude towards VMMC
- 11% difference between men with higher levels of recall to BLF campaign (56%) than those with little or no recall (45%)
- Those with high favourable MMC attitude were 2.3 times more likely to intend to be circumcised

M1: Yes. Going to the mountains is usually by force but going to the clinic is a decision that someone makes plus the clinic is good and it is safe (KaNyamazane, MP).

I learned that it's the healthier, safer, more hygienic way of getting circumcised and it takes 6 weeks to heal (Eastern Cape).

M10: What I appreciated was that it reduces the risk of contracting HIV/AIDS and STI's if you are circumcised. That is what stood out for me the most (Carletonville, GP).

I was encouraged by Brothers for Life to get circumcised but I heard one of my friends' girlfriends say, she was asking me since I was circumcised, why wasn't I encouraging my friend because ladies are at risk of getting cervical cancer because they heard from the Brothers For Life guys who told them that if you sleep with them awkwardly they'll be at risk of getting cervical cancer"

# Knowledge of Post Circumcision Behaviour

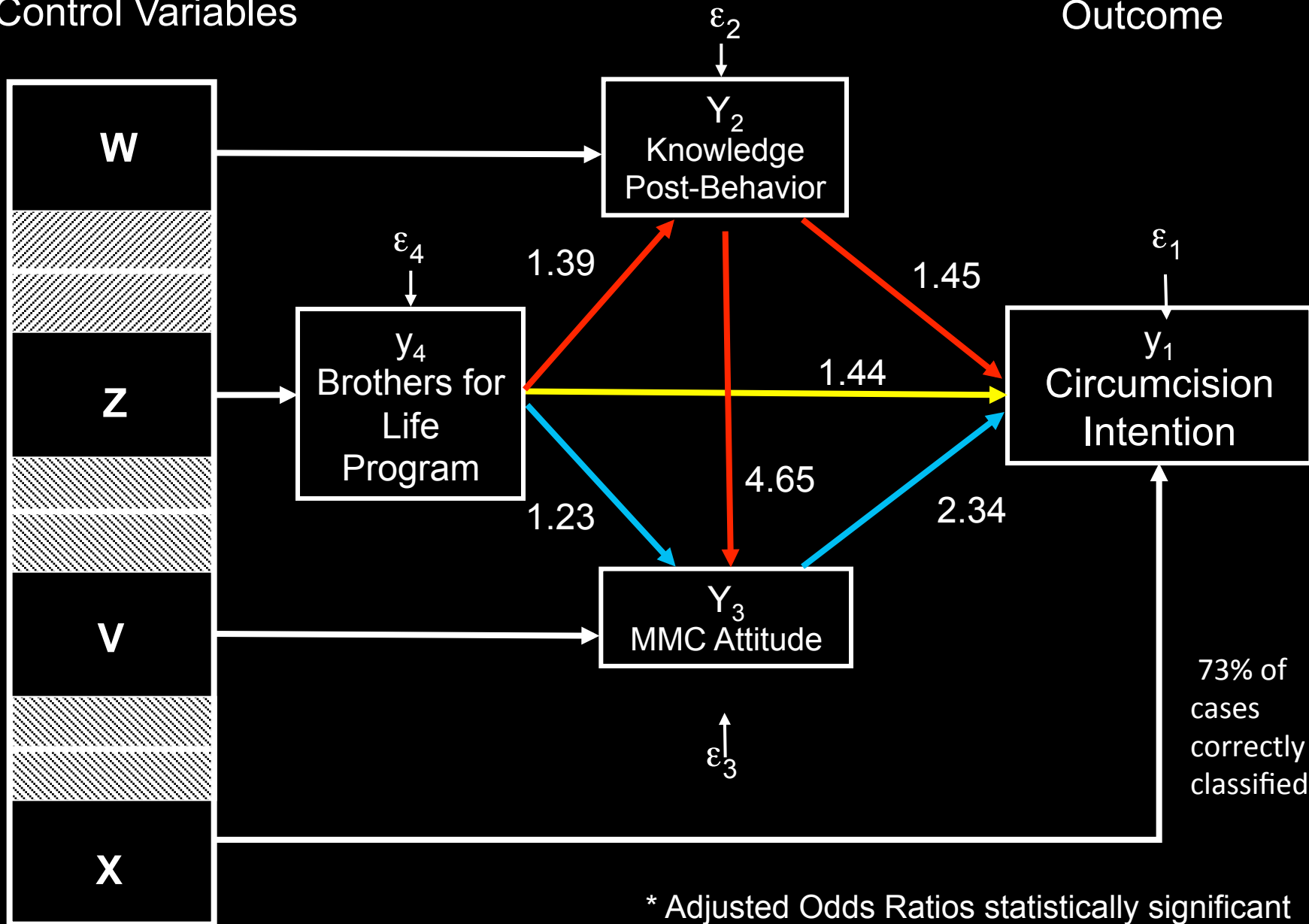
- **Indirect impact through men's knowledge of post circumcision behaviour** (condom usage and delay sex for six weeks)
  - **20 % difference** on post circumcision knowledge between those with low levels of recall to B4L and those with high recall
  - Men exposed to B4L were more **1.4 times** more likely to have high levels of post circumcision knowledge
  - Those with high level of knowledge were **4.6 times** more likely to have favourable attitude towards VMMC and **1.45 times** more likely to intend to get circumcised

# Path model of the impact of Brothers for Life on Circumcision Intention\*

Socio-Demographic & Control Variables

Causal Pathways

Behavioral Outcome



\* Adjusted Odds Ratios statistically significant

# Significant predictors of Circumcision Intention

Positively related (**more likely** to have high circumcision intention):

- ◆ High MMC attitude (OR=2.34)
- ◆ High Post-circumcision knowledge (OR=1.45)
- ◆ Exposure to Brothers for Life (OR=1.44)
- ◆ In a steady relationship as compared to married
- ◆ Is 15-24 years old compared to 36 and older (OR=2.74)
- ◆ Is 25-35 years old compared to 36 and older (OR=1.55)
- ◆ Has education beyond primary

Negatively related (**less likely** to have high circumcision intention):

- ◆ Being other than Black

**THANK YOU**