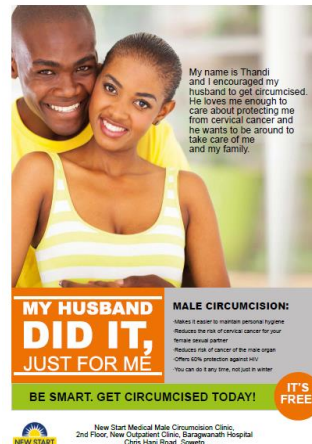


Normalising MMC: ‘I did it – why haven’t you?’

SFH ran a campaign entitled “I did it – why haven’t you?”. The campaign features Thabo, a young worker who got residents of seven towns talking about the pros and cons of medical male circumcision (MMC) in spring 2014.

There was also targeting aimed at female partners to engage their male partners to get circumcised. In addition, we asked mothers to encourage their sons to undergo the procedure.

The campaign took place in seven localities in the four provinces where New Start has MMC clinics: Free State, Gauteng, KwaZulu-Natal and Mpumalanga.



The ATL campaign combined a poster and taxi advertising campaign, involving the distribution of flyers in 300 taxis.

Mobilisation activities by trained outreach teams combined:

- Mobile billboards, loud-hailing and flyer drops.
- Activations at selected workplaces and tertiary education institutions.

Mass communication activities served to raise awareness of MMC as an HIV prevention option. They channelled interested men to information points where they had an opportunity to talk one-on-one with New Start team members. The names and contact details of individuals who then decided in favour of MMC were taken down and clinic staff got back to them with a date for the procedure.