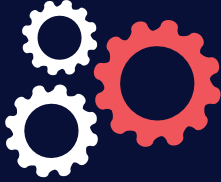




Medical male circumcision (MMC) is a Smart Decision for one's health

The I Choose Campaign was implemented by LiveMoya (LM) and its implementing partner Footballers 4 Life (F4L), in collaboration with New Start clinics on behalf of Society for Family Health (SFH).

Campaign objectives



Promote medical male circumcision among men between the ages of 18 and 45

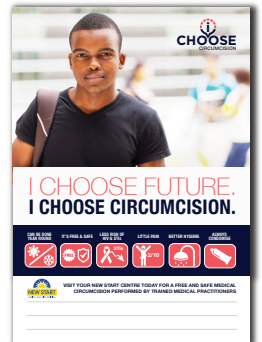
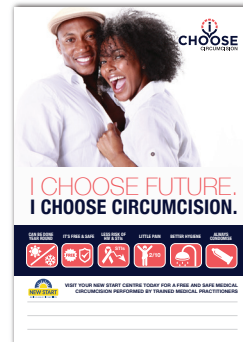
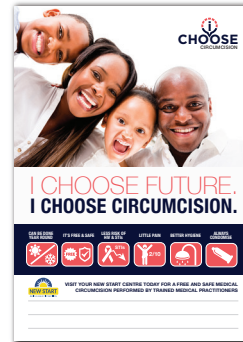
Engage men and share information on medical male circumcision (MMC) services offered at New Start clinics

Increase the number of men who visit New Start clinics in selected demarcations

Collect data to build an effective demand generation model

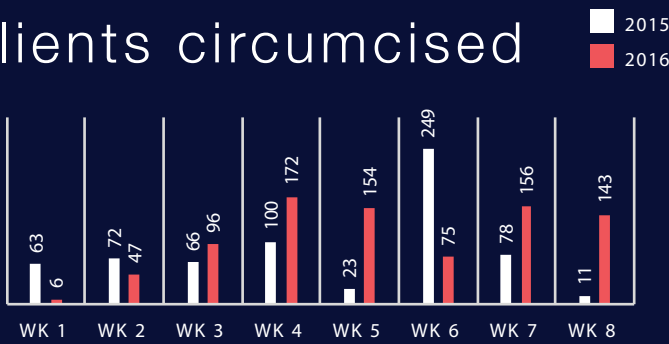
Implementation

IEC Material [Posters and flyers handed out during community mobilisation]

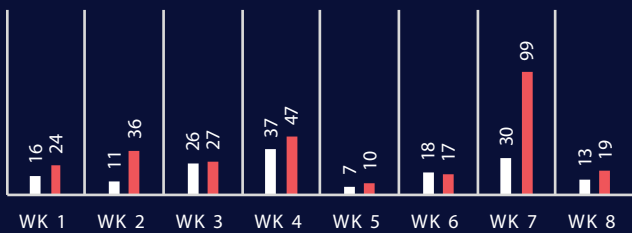


Clients circumcised

PMB



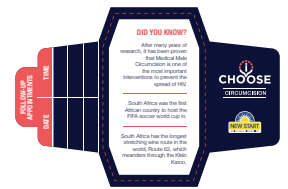
WITBANK



TSAKANE



Innovative Promotional Merchandise [such as branded condom wrappers and lanyards handed out to prospective clients at various points of engagement]



Selection of hot spots [area where there are large numbers of the target audience, and included: Malls; Taxi ranks; Informal settlements]

