

1 **Supplement 1: Narrative description of the demand creation models**

2 **Interventions**

3 **Arm 1: Standard demand creation**

4 IPC agents received basic training on promoting VMMC as an additional HIV prevention intervention
5 and thereafter mobilized men for VMMC either as individuals or groups. Men expressing willingness
6 to undergo VMMC had appointments booked and were scheduled to meet at a pick-up point for
7 subsequent transportation to the nearest VMMC site in a project vehicle. Each IPC agent recorded
8 number of men talked to, referred for VMMC, and those that eventually took up VMMC.

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10 **Arm 2: Standard demand creation plus offer of HIVST**

11 In this arm, in addition to standard community mobilization, VMMC IPC agents offered the men they
12 mobilized access to an HIVST kit. These IPC agents were trained on how to demonstrate use of the kits
13 and assisted men with this if required. IPC agents recorded whether VMMC referees opted to take a
14 kit or not.

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16 **Arm 3: HCD-informed demand creation approach**

17 In addition to basic training as already described IPC agents received further training on segmenting
18 men and delivery of appropriate targeted messages based on perceived information needs as well as
19 how to use the relevant tools described earlier. For clients appearing interested in 1 specific message
20 rather than hearing all messages relevant to their segment, the IPC agent focused on that message.
21 IPC agents used the pain-o-meter to outline the VMMC procedure, healing process together with an
22 analogy of the pain as well as the pain management techniques available in the VMMC program if
23 men expressed concerns around pain.

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25 If a client was clearly willing to be circumcised at the start of the discussion, segmentation and delivery
26 of targeted messages was not done, IPC agents were trained to allocate these to a default 'segment'
27 (green), and therefore did not receive the HCD-informed intervention as designed. Of note, the 'green'
28 segment was added to the initial 6 by PSI and was not part of the original segmentation tool.

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30 **Arm 4: HCD-informed demand creation approach plus offer of HIVST**

31 In this arm, in addition to the HCD-informed demand creation approach, IPC agents offered the men
32 they mobilized an HIVST kit and if they accepted it, demonstrated how to use the kit as outlined
33 previously.

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35 *Additional procedures – all arms*

36 After a mobilisation session, each client was asked to provide his contact details to allow the IPC agent
37 to provide supportive follow up. All men who were referred for VMMC were given a referral card with
38 a unique identifier and asked to present it when they attended for VMMC, enabling their attendance
39 to be linked with the referring IPC agent. District Field Officers (IPC agents' supervisors) checked
40 concordance between IPC agents and facility records. The RCT payment structure followed that of the
41 national VMMC programme, with IPC agents receiving US\$5 for men circumcised aged 10-14 or ≥ 30
42 years and US\$7 for those aged 15-29 years. An important consideration is that IPC agents could earn
43 larger amounts by converting groups of younger boys (such as those in-school) with relatively less
44 effort expended compared to the longer time it took recruiting 'recalcitrant' adult men through the
45 HCD-informed approach. VMMC clients did not receive any incentive for taking up circumcision.