

- Reinforce advocacy and SBCC strategies to integrate VMMC into routine facility-based health services.
 - Leverage the opinion leadership and social network of VMMC adopters to sustain future demand for VMMC services.
- Engage young men (aged 20–29 years) in targeted SBCC interventions, reaching them directly or through partners, to use or promote VMMC services.
- Recruit more CORPs as SBCC drivers—especially influential proponents of VMMC services (including users)—and peers, partners, and parents of VMMC users.
 - CORPs have been MC role models, and their personal testimony is vital in creating credibility of and counteracting misconceptions about VMMC services.