

## **HIV/AIDS and women in Tanzania**

**Topic:** Challenges facing promotion of *care* female condoms as a protective option for Tanzanian Women.

### **BACKGROUND**

In November 25, 1998 Population Services International (PSI) Tanzania program launched a pilot program to social market the ***care*** female condoms in Dar es Salaam. The objective was to offer an alternative barrier method specifically targeting commercial sex workers (CSW) and women in long-term relationships. The project was later expanded to include four more regions namely Mwanza, Mbeya, Arusha and Shinyanga between April 1999 and June 2003, although condom are available all over the country, targeting CSW and women in steady relationships. Activities involved include information dissemination on HIV/AIDS, promotion of behavior change, training, counseling and product distribution.

### **PROJECT GOAL**

The goal is to increase the number of protected sex against Sexual Transmitted Diseases (STDs) including HIV/AIDS and unwanted pregnancy. By providing Commercial Sex Workers (CSWs) and women in long-term relationship access to information. This goal would be achieved through;

- Increased awareness and trial of the female condom among the target groups in the expanded market areas.
- Increasing the number of users among these target and beyond target groups who report that they use *care* as either their primary or secondary method of preventing HIV, STD or unwanted pregnancy.

## **Studies on female condom if has been accepted by CSWs as method of HIV/AIDS prevention?**

Studies were conducted to CSWs to see if care has been accepted by CSWs as a method choice for HIV/AIDS, STDs protection and unwanted pregnancy. It revealed that Sex workers use female condom with their casual partners or in cases where the client refuses to put on male condom. but not for commercial, they prefer to use male condom in business. Other studies from different countries shows that female condom has been accepted considerable number of men and women use. Also according to African culture men have the final say in matter relation to sex.

### **Conclusion**

The female condom is a complicated product to understand and use. It is therefore necessary for potential customers to be given intensive training proper counseling and support. This is why women who try the product must be followed and encouraged to share their experience with Peps/counselors. Peps/Counselors should be able to elicit from the clients all the difficulties encountered during negotiation for use with their partners, insertion, usage, and removal. We will continue investing heavily in training to reach the target groups.

We welcome all your contribution and support to encourage women to use female condom as it is the only method which is in their control because it can be worn before sex for eight hours.

Prepared by

Shalla Ukende

Care/CSWs Co-ordinator

Population Service International

P.O.Box 33500,

Dar es salaam

Tel: 255-222 151581-3, Fax 151530

Cell phone 0744 266-038

## Target Group Description

### a) Commercial Sex Workers (CSWs)

They are found in nightclubs, some bars and guesthouse, brothels and along the major streets (red light areas) in urban areas. Majority of them are not employed, but a good number of them work as bar girls and guesthouse attendants.

### b) Women in steady relationships.

Because of the relatively intensive counseling required to effectively promote the sustainable use of the product, PSI have reached these women through MCH clinics in both private and government owned hospitals, through NGO's that implement community based maternal and child health projects, and through work site programs to all market areas.

## Brand Promotions

A Radio spot focusing on brand awareness is aired by Radio one and RFA. Point of sale materials will include education brochures using brochure stand to be conveniently placed in pharmacies. The brochures has been distributed to CSWs and the clients who benefit from Peps education. T-shirts, tang tops, and bags which were distributed to sex workers and Service providers. Pharmacies which are already stocking **care** are visited to ensure that the POS placed in their outlets are visible and in good shape. Sold here stickers are also be placed in all the new outlets.