

Lady Pepeta Female Condom in Record Sales Performance.

Lady Pepeta female condom has achieved record sales of 325,980 female condoms pieces, a figure that was 67% above its quarter four sales targets, and an increase of 37% when compared to quarter three sales figures.

Supported by USAID through the TSMP project, Lady Pepeta continued to focus its sales and distribution efforts in priority areas that are also targeted with demand creation activities.

T-MARC piloted the training of pharmacy outlet attendants on the female condom to enhance knowledge on the correct use of the female condom as a strategy to improve availability and uptake of the female condom at 'pharma' outlets. A total of 4 training workshops targeted at pharmacies, Accredited Drug Dispensing Outlets (ADDOs) and *Duka La Dawu Baridi* (DLDBs) located in hot zone areas of Dar es Salaam were conducted reaching 55 outlet attendants (6 men and 49 women) from 55 'pharma' outlets across all three districts of Dar es Salaam. All 55 'pharma' outlets were also seeded with two dispensers of Lady Pepeta each and availed an 'O' cube model to facilitate female condom demonstration to their customers.



A brand promoter from T-MARC demonstrates female condom use to women in Njombe Region. This was during the UHAI-CT campaign in the region.

Additionally during the implementation of the Universal HIV/AIDS Intervention for Counselling and Testing (UHAI-CT) outreach activities which was promoted under the campaign's theme of "**Linda Afya Yako, Pima VVU leo**" (Protect your health, go for HIV Testing), 1,399 women were reached with Lady Pepeta interpersonal communication (IPC) sessions.