

GAINING KNOWLEDGE OF CONDOM USE



Left to right - Ndanda Vocational Training College students, Cosmas Haule, Katetani Godfrey Nyaki and Hamisi Nahoda learn about correct female condom use during a *Jali Maisha* (value life) IPC session at the World Aids Day 2012 in Lindi region of Tanzania.

With the support of the American people through the United States Agency for International Development (USAID), T-MARC Tanzania participated in the 2012 World AIDS Day (WAD) national commemoration activities held in Lindi Region.

The aim of T-MARCs 2012 WAD campaign was to increase brand awareness, product availability, visibility, user knowledge and encourage product trials for Dume and Lady Pepeta condoms among target audiences. Both brands are supported by USAID through the Tanzania Social Marketing Project (TSMP).

992 visitors to the T-MARC Tanzania pavilion were reached with targeted audience participatory activities and games; and received condensed HIV prevention messages that delivered key facts on HIV and AIDS, the reality of HIV/ AIDS in Tanzania, condom use questions, product detailing and demonstrations for both Dume male condoms and Lady Pepeta female condoms.

For Lady Pepeta, distribution numbers continued to gain momentum this quarter, with a total of 255,240 pieces of Lady Pepeta female condom sold and distributed, exceeding the quarter's sales target by 31%.

TSMP is a collaborative effort between two local organisations, T-MARC Tanzania and PSI Tanzania, aiming to improve the lives of Tanzanians by increasing access to quality preventative health products. Leveraging the “Total Market Approach” (TMA) – supported by social marketing – TSMP hopes to correct market inequalities and develop more sustainable solutions to health problems by providing customers with wider and more effective choices. The goal of the TMA is to achieve a marketplace where all segments of society are reached with high quality products and services according to their ability to pay.

T-MARC through the 2012 WAD activities also reached 195 women engaged in transaction sex (WETs) in Lindi through barmaid and food vendor small group Lady Pepeta female condom detailing and demonstration sessions.

To ensure product availability during the WAD events, a blitz campaign was conducted in Lindi town reaching 103 sales outlets of which 27 were penetrated with 4,032 pieces of Dume male condom product sales

Nationally between October and December 2012, 2,156,976 pieces of Dume male condoms were sold and distributed. A Dume regional distributor trade incentive scheme and zonal coordinator service calls strengthened with additional merchandiser support also continued to filter Dume’s penetration and visibility efforts across 4,102 wholesale & retail outlets. Of the outlets reached, 1,509 were recruited as new Dume male condom handling outlets across Dodoma, Mbeya Dar es Salaam, Arusha and Mwanza regions.

The theme for the 2012 WAD in Tanzania was Zero New HIV infection, Zero HIV/AIDS discrimination and Zero AIDS related death. The World AIDS Day (WAD) is held on 1st December each year and is an opportunity for people worldwide to unite in the fight against HIV, show their support for people living with HIV and to commemorate people who have died from the scourge. WAD was the first ever global health day,, the first one being held in 1988.