Female condom marketing strategies for health care workers in Tshwane District South Africa

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Make today matter
Outline of presentation

- Introduction
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- Methods
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Introduction

• Globally, female condom 2 (FC2) still remains one of the under-used reproductive health technologies (Beksinska et al., 2013).


• In 2015/2016 – 27 million FC were distributed, which exceeded the NSTarget of 25 million by 2015.

• The FC2 is free of charge to all, including health care workers, and it can be accessed from various health centres (UNAIDS, 2009) but the communities are reluctant to use the it (UNAIDS, 2017).
Healthcare workers - responsible for distribution to the clients, demonstrate how to use it.

Evidence shows - some healthcare workers are reluctant to use FC2 themselves
- Negative attitude related to the structure, size, how to use it.
- Promotion of FC2 by healthcare workers remain a challenge.

As a result some clients do not know about the availability of FC2
- Those who knows about it they do not use it because of other reasons, this
Many women are at risk of contracting sexually transmitted infections including HIV and AIDS.

Meanwhile, WHO/UNFPA in her resolution in 2012:

- Identifies FC2 as the most effective method for prevention of STIs (WHO/UNFPA, 2012).

- Emphasises the importance of appropriate marketing strategies in knowing where and how FC2 could be accessed (WHO/UNFPA, 2012).

Commonwealth 2018
Since Marketing is an essential process of identifying, communicating and exposing condom use to consumers (Chandler et al., 2013), there was a need:
To explore and describe FC2 marketing strategies for health care workers in the Tshwane District, South Africa.
Methods

Study design:
- A qualitative case study approach
- Exploratory and descriptive study

Study group:
Adults male and female, aged ≥ 18 ≤ 50 years

Sample and sample size:
Purposively selected participants (N=30) were selected from two regions in Gauteng province.
- Operational managers (n=3), an administrator (n=1), lay counsellors (n=6) and professional nurses (n=20)
Four focus group discussions (FGDs) were conducted using an interview guide to obtain data on participants’ marketing strategies of FC2

Data analysis:
Data were analysed using the Tesch’s framework approach
Results

Tesch’s analysis results revealed:

✓ Media- and health-promotion programmes as the two themes representing marketing strategies. (see Table 1).

Table 1: Themes and sub-themes on strategies for marketing of FC2

<table>
<thead>
<tr>
<th>Themes</th>
<th>Sub-Themes</th>
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<tbody>
<tr>
<td>1. Media</td>
<td>Maximise media coverage</td>
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<td>2. Health promotion programmes</td>
<td>✓ Educate users regarding benefits</td>
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<td>✓ Collaborate with other health promotion programmes to promote FC2</td>
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<td></td>
<td>✓ Expand the programme to schools</td>
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<td>✓ Educate males about female condom use</td>
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<td>✓ Female condoms training groups and workshops for health care workers regarding health campaigns for individual families</td>
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<td>✓ Carry out health campaigns with individual families</td>
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<tr>
<td>Themes</td>
<td>Sub-theme</td>
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<td>Media</td>
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| ✓               | Domination in the marketing of male condoms   | “Media is always advertising lovers plus male condom, so if you can start by advertising the female condom in media, most people watch TV and listen to radio. They will ultimately get used to the idea of female condoms.”  
“I think they should use the same strategy as the male condoms. Male condom was greatly advertised in the TV and people got comfortable with it. They should let the public know about the importance of using the female condoms and its benefits on air.” |
| ✓               | Media make the public aware of the male condom, not the female condom | “Even the clients they only know the male condom because on TV and other health presentations, they talk about the male condoms. Never was the topic on female condoms.” |
# Table 1: Marketing strategies of FC2

<table>
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<tr>
<th>Theme</th>
<th>Sub-themes</th>
<th>Participants quotes</th>
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<tbody>
<tr>
<td>Health-promotion programmes</td>
<td>1. Education of users regarding benefits</td>
<td>“I got it from the clients saying males cut it and still infect them with HIV even though they tested negative before.” “If you use the female condom, it feel like your skin so for men who do not want to use the condoms, they won't feel if I don't want to tell them.”</td>
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<td></td>
<td>✔ Health education to clients regarding their safety</td>
<td>“I teach them about their own safety especially if the partner doesn’t want to use the condom that they can put it on beforehand and their partners will not feel it as it clings to the body like your skin.” “Let the people using the female condom testify on their experiences, which should encourage people to use it. There are benefits in using female condoms such as prevention of pregnancy, STIs; HIV and any sort of contagious disease. I’ve been sterilised so I’m not in fear of pregnancy.” Because the male condom, some partners open a hole in front just before intercourse and women are falling pregnant while using it. So I think the female condom is still preferable.”</td>
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|                               | ✔ Participants preference of FC2                 | “...We have teachers and youngsters who prefer it (female condom) more than male condoms. For the youngsters they say they put it on around 16h00 when they prepare to go out with friends at night so that even when they get raped they are still protected. “I only have one client from Lesotho. She was preparing to go home. She said when they hitch hike home, they get raped by the drivers, so she puts it on for that purpose. To protect herself against the infections and the pregnancy.”
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| 2. Collaborating with other health-promotion programmes to promote FC2 | “We can collaborate with other campaigns like the STI campaign; they can stress the use of female condom. They should teach about the benefits of a female condom and demonstrate on the use of female condom.”  
“Get people talking about their experience of using it, how they feel in using the female condom.” “Tomorrow there is a meeting arranged by some company to meet with community women. If we had the condoms, we’d collaborate with them and educate women on how to use it. Some are still inserting it immediately when they are about to have sex and it therefore make a lot of sounds.” | |
| 3. Expanding the programme to schools | “The health workers and anyone who knows about the importance of female condoms can educate others. Even at school, learners need to be introduced on the female condom. They need to know how safe it is as compared to the male condom.”  
“They must think broad with female condom. At the moment we can get them from the clinic only. School children need to access it as easy as the male condoms. They must put them at the shebeens (shebeen is a home or a centre where alcohol is sold to the public) and shops because at night where will they find them as the clinic will be closed?”  
“I also think the school-going children are sexually active at the moment so they need to be educated about it, have pamphlets about it, buy more airtime in radio and TV – especially the community radio.” | |
| 4. Educating males on condom use | “Educate people especially males that using a condom has no relations to married or single relationships. It is for everybody. Right now we are both at work and he doesn’t know where I am vice versa. The matter of trust cannot be guaranteed.” | |
| 5. Female condoms training groups and workshops for health care workers regarding health campaigns for individual families | “Firstly we must be educated as health care workers regarding the use of female condoms. That way we’ll be able to educate our clients on how to use it”. | |
| 6. Health campaigns to offer to individual families | “I think we as health promoters need to go for door-to-door campaigns, talk to all families and not just concentrate on the HIV-affected people. Our people need to learn to take full responsibilities for their own health which they do not have. I see the way they handle their medication. We do educate them thoroughly but they still come back medicine not taken correctly. Responsibility is not up to standard.” |
Conclusion

• The results from this study revealed that there are marketing strategies for FC2 that could be used to reach all accessible clients.

• The media play vital roles in health education and campaigns in reaching vulnerable women who need to receive information about the use of FC2.

• Extensive education and expanding programmes are of necessity in rolling out FC2.

• Women need condoms to protect themselves against STIs, including HIV and AIDS.

• Men, health care workers and school children should be provided regularly with appropriate information on how to protect themselves as well as how FC2 could be accessed at public and private institutions.
Acknowledgments

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Thank you for your attention