DATA AND METHODS

Methods

The objectives of the 1999 Tanzania Female Condom Consumer Profile Survey (TFCCPS-99) were to identify the level of exposure to the female condom mass-marketing intervention among men and women of reproductive age, to determine the level of female condom use and to examine respondents’ intentions to use the female condom in the future.

On the basis of sales of the female condom, we estimated that the level of female condom use in the general population of reproductive age in Tanzania was below 1%. Because of this low level of use, we decided to conduct an exit survey at outlets that sold the female condom instead of conducting a large and expensive household survey. The methodology used in Tanzania was adapted from that of a similar survey conducted in Zambia.20

The survey was restricted to pharmacies and NGO facilities in Dar es Salaam where the female condom was being sold. Multistage random sampling was used to draw a representative sample of outlets. The first stage involved creating a master sampling list of outlets that sold the “care” female condom and drawing a stratified random sample that included 50% of all such outlets. Of the 67 outlets on the master list (58 pharmacies and nine NGOs), 33 (29 pharmacies and four NGOs) were selected. The probability that a pharmacy was selected was 0.50; for NGOs, it was 0.44. In the second stage, women and men who exited the outlets were randomly selected and invited to participate; only those aged 15–49 were eligible.

Using questionnaires used in Zambia and Zimbabwe as models, we prepared a quantitative questionnaire appropriate to the Tanzanian context for use in the TFCCPS-99.21 The questionnaire was designed to gather information on the respondents’ social and demographic characteristics, as well as information on their knowledge of, discussion of, ever-use of and intention to use the female condom. This questionnaire was translated into Kiswahili and pretested before the survey was implemented.

Data Collection

Twenty-six interviewers (13 female and 13 male) were recruited and participated in a five-day training session during December 1999. Training included an explanation of the survey objectives and methodology. Although the interviewers were experienced, they were given refresher training on interviewing techniques. The questionnaire was discussed in detail, and interviewers became familiar with it by participating in role-plays. The final day of training was used to administer practice interviews in the field. One interviewer dropped out on the first day of data collection because she became ill; the remaining 12 female and 13 male interviewers collected the data from the last week of December 1999 through January 2000.

Interviewers were deployed at outlets in pairs. While one interviewed a client, the other counted men and women of reproductive age who entered the outlet. The number of clients entering the outlet on a particular day and the number of refusals were recorded to permit weighting of the sample. There were two shifts per day at each outlet. The first pair of interviewers (one of each sex) arrived at a provider outlet at 8:30 A.M. and stayed until 1:00 P.M. The second pair arrived at 1:00 P.M. and stayed until 6:00 P.M. Because of the different working hours at NGO facilities, only one shift was conducted at each of these outlets (from 8:30 A.M. to 2:30 P.M.)

A total of 3,029 men and women were interviewed. During data entry and cleaning, 16 records were eliminated because of missing data, leaving 3,013 respondents. The data were weighted to take into account the different probabilities of selection of outlet types and of individuals at each outlet, as well as the refusal rate at each outlet. During the 13 days of fieldwork at 29 pharmacies and four NGO clinics, 11,175 adult men and women (aged 15 or older) visited these outlets. The frequencies reported here are based on weighted numbers, but the numbers of cases shown are based on the unweighted numbers.

The Path Model and Variables

We use a simple model to assess the impact of mass media promotion on intentions to use the female condom in the future. Path analysis permits the assessment of both direct and indirect effects of independent variables on dependent variables. This technique is particularly useful in assessing the impact of mass media on motivation, because developed-country literature indicates that mass media has an indirect effect on motivation and because diffusion theory postulates that the impact of mass media on motivation operates by encouraging discussion between partners.