The Zambian HIV Epidemic

Adult Prevalence 14.3% (15-49 yrs)

Women: 16.1%

Men: 12.3%

Rural: 5 - 15%

Urban: Above 20%
The Zambian HIV Epidemic

- Estimated 82,681 new infections in 2009 - 59% women (i.e. 134 women per day)
- Significant # of new infections are in marriages/cohabiting couples
- 21% of new infections occur in people reporting only 1 sexual partner

- High maternal mortality: 591/100,000 live births mainly due to AIDS
- Increase in number of young women reported to have cervical cancer
Knowledge of and use of condoms

- Knowledge of FC by men and women is the same - 66%

- ‘Ever use’ of FC: women as a contraceptive: 1.2%; male condom: 28.2%

- Use of other contraceptives:
  - Pill 32.5%, Injectables 16%, Traditional methods 32.4%
Why the FC?


Launch of care, 1999

- Tagline: Women and Men who care;
- Second Message: Practice Makes Perfect
- Women Empowerment
- Offering alternative to male condom
- Taking advantage of dual protection

Launch of FC2, 2008

- Tagline: Love with confidence
- Social Marketing: For lovers who choose to care
- TV / Radio advert
- Brochure in English
- Poster
- Braille
- DVD in sign language
What Constitutes an Effective FC Program?

- Integration into main prevention programme
  - Behaviour change communications
  - Condom promotion and distribution
  - Male involvement
  - Human rights enforcement
  - Reduced discrimination and gender inequality
  - Addressing negative social and cultural issues/practices
  - Improvement of the economic status of women
  - Advocacy/Including gate keepers
FC Programme Challenges

- **Availability**
  - Insufficient support from govt and partners
  - PEPFAR’s funding restrictions (at the time)
  - Cost of Socially Marketed Female condoms
  - Limited distribution channels

- **Myths and misconceptions**
  - Lack of knowledge on female reproductive system
  - Lack of pelvic models
  - FC only for promiscuous individuals

- **Gender inequalities/Cultural issues**
Good Practices

- Behaviour Change using Reflect Methodology

- Distribution Channel
  - Use of Hair salons and Barber shops
  - Implementation of the Door to Door strategy
  - Placing of FCs in workplaces
  - Male involvement
Conclusions/Lessons learnt

- FC demand needs to be fully exploited
  - Number of FCs distributed increasing
    [206,424 (in 05) - 465,456 (in 08)] –Socially Marketed

- FC campaigns not fully utilised

- Empowerment or Competition?
What Kind of Support are we looking for?

- Investment in FC availability and communication; further improvement
- Capacity building among providers; Advocacy from govt and other leaders
  - Condoms promotion and use should not be a by the way!
- Human rights and law enforcement
- Governments to seriously address total empowerment of women
- Make FC programmes part of the main prevention programmes
Nazingwa

More Confused?

- Does she feel that she is at risk?
- FC Availability; Affordability; Accessibility?
- Information about FC and Skill to use it?
- Empowered with what? Does she see FC as alternative to MC?
- Dual protection?
‘Love with confidence’ TV Ad